MARCH 8, 1954

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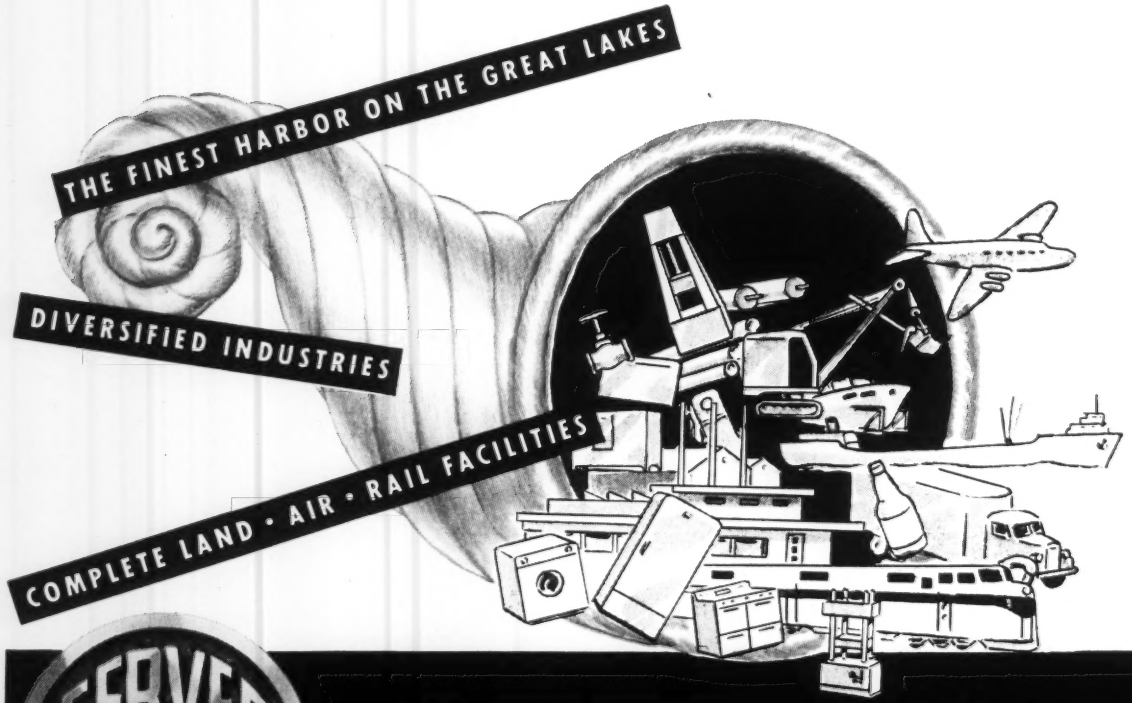
23RD year

...OD... THE NEWSWEEKLY OF RADIO AND TV

still FIRST
... in Daytime, Nitetime, All-the-time
RATINGS!
★
KFMB-TV
st
CBS • ABC • DUMONT
SAN DIEGO, CALIF.
America's Fastest Growing Billion-Dollar-Market
★
WRATHER-ALVAREZ BROADCASTING, INC.
San Diego 1, California
Represented by EDWARD PETRY & CO., INC.

ERIE, PA. *Has Everything!*



SERVED AND SOLD

IT'S ONE OF THE NATION'S GREAT TEST MARKETS

WICU TV Channel 12

WIKK

the ERIE DISPATCH daily and Sunday

...may be purchased together or separately

Erie, Pennsylvania is served and sold by the Perfect Threesome—WICU-TV, Channel 12, WIKK-AM, and the Erie Dispatch ■ And there's no question that community life revolves around these three media in this, the Third Largest City in the State of Pennsylvania—where everything from Appliances to Zippers are manufactured ■ Let our representatives tell you about Erie—The Great Test Market.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Avery-Knodel

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

* RADIO
* TV
* NEWSPAPER

EDWARD LAMB *Enterprises* INC.

HOME OFFICE—300 EDWARD LAMB BLDG., TOLEDO, OHIO... WASHINGTON OFFICE...1177 NATIONAL PRESS BLDG.

1 New York City
2 Chicago
3 Los Angeles
4 Philadelphia
5 Boston
6 Detroit
7 San Francisco
8 Pittsburgh
9 St. Louis
10 Cleveland
11 Baltimore
12 Charlotte
13 Atlanta
14 Minneapolis-St. Paul
15 Milwaukee
16 Dallas-Ft. Worth
17 Washington, D. C.
18 Providence
19 Indianapolis
20 Kansas City, Mo.
21 Davenport-R.I.-Moline
22 New Haven
23 Huntington
24 Houston-Galveston
25 Seattle-Tacoma
26 Birmingham
27 Kalamazoo
28 Cincinnati
29 Memphis
30 Buffalo
31 Bloomington
32 Greensboro
33 Johnstown
34 Columbus, Ohio
35 Louisville

36 Lansing

37 Binghamton
38 Bridgeport, Conn.
39 New Orleans
40 Oklahoma City
41 Reading
42 Schenectady-Albany-Troy
43 Dayton
44 New Britain-Hartford
45 Ames
46 Lancaster
47 Nashville
48 San Antonio
49 Syracuse
50 Altoona
51 Grand Rapids
52 Toledo
53 Yo...
5...

AMERICA'S 36TH MARKET

414,600 HOMES
in the WJIM-TV market coverage area !

Smart timebuyers have discarded the old-fashioned method of rating TV markets in terms of metropolitan county area. Most important today . . . according to recent studies (Television Magazine—February 1954 and Sponsor Magazine —November 1953) . . . is the actual number of potential homes within the station's coverage area.

WJIM-TV, channel six in Lansing, is America's 36th ranking market in terms of total homes reached. The station covers over twenty-five counties and twelve major cities in the rich central Michigan market, which is the home of some of the most famous names in industry . . . GENERAL MOTORS - FORD - DOW - KELLOGG.

Coverage that counts !

CHANNEL 6

WJIM-TV

Lansing ..... NBC ··· CBS ··· ABC

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

5+5

PROSPEROUS METROPOLITAN AREAS

YEARS SUCCESSFUL OPERATION

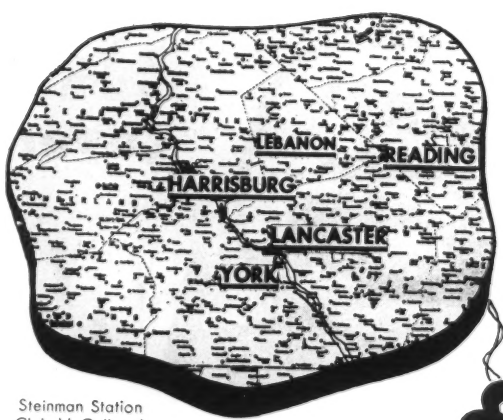
NBC • CBS • ABC • DuMont

LANCASTER, PENNA.

Lancaster, Harrisburg, York, Reading and Lebanon, as well as hundreds of smaller cities and towns in prosperous Pennsylvania, are included in the WGAL-TV large, rich industrial and farm area. WGAL-TV delivers an enthusiastic buying audience which spends each year $1,723,599,000 for retail merchandise.

This large, loyal viewing audience has been established through stimulating local-interest and public service programs, top shows from four networks. A consistent record of successful selling for national and local advertisers.

It all adds up to the profitable, economical way to increase sales for your product.



Steinman Station
Clair McCollough
President

Mr. Channel 8

8

Represented by **MEEKER TV, Inc.**

New York • Chicago • Los Angeles • San Francisco

closed circuit

REAPPOINTMENT of Rosel H. Hyde as chairman of FCC by President Eisenhower could come any day now. White House, it's understood, has been surfeited with endorsements from important individuals in all walks of communications, and members of Senate Interstate & Foreign Commerce Committee expect prompt action. (See editorial, B•T, March 1.)

★ ★ ★

NETWORK executives in sweat over action of Massachusetts legislature extending daylight saving time limits one month past traditional last-Sunday-in-September closing date, plus reports—which late Friday appeared unfounded—that New York City might make similar extension. New York State law permits cities to fix own DST periods within outer limits of last Sunday in March to last Sunday in October, but it's been nation-wide practice, where DST is observed at all, to keep it between last Sunday in April and last in September. Indications Friday were that New York cities would stick with precedent. In Massachusetts, stations reportedly are set to push for veto by governor, especially if new law extending limit is mandatory rather than permissive.

★ ★ ★

TO SETTLE finally issue of qualification of Edward Lamb as radio and television station licensee, FCC is moving toward full dress hearing. Commission is now considering issues for proceeding which would be held before an examiner. Lamb station licenses heretofore have been renewed consistently but there have been charges of whitewash from Capitol Hill. Liberal Democrat and an attorney, Mr. Lamb himself has volunteered to answer any FCC queries, but formal proceeding now has been decided upon. Hearing presumably would be on license renewals as well as pending applications.

★ ★ ★

IT'S NOW reported Sen. Harley M. Kilgore's "crusade" against so-called trend to "monopoly," with radio interests allegedly acquiring control over tv, is about to be dumped into Justice Dept.'s lap. Tentative plan is to request Justice to study anti-trust laws to see if present provisions are "adequate" to cover situation. In works is letter from Sen. Kilgore slated for delivery to Justice this week.

★ ★ ★

FCC, RECOGNIZING lag in disposition of docket cases in television following hearing, is transferring this week half-dozen or more of its most experienced attorneys to Opinions and Review section to serve under Acting Chief Sol Schildhause. Dozen or so cases are awaiting final decision and buttressed staff will be given assignments as soon as decisions are reached.

★ ★ ★

FCC GOT favorable reception from Senate Communications Subcommittee in executive session last Tuesday to appraise legislative status of matters involving communications. Under guiding hand of Chairman Potter (R-Mich.) Commission reviewed state of affairs in communications. Plight of uhf stations, primarily in mixed markets, occupied most of 2½-hour session, but FCC had no pat answer. Although not on subcommittee, Sen. Edwin C. Johnson (D-Colo.) carried ball, and reportedly proposed 2-for-1 swap of uhf stations for vhf (see story page 46).

★ ★ ★

WITH Congressional support evidenced for probe into ills of uhf and their cure, FCC may take bolder attitude toward problem. One Commissioner already has expressed view U. S. will have competitive tv even if it means doing it in vhf band alone "by breaking-down the big vhf operations" and assigning more, smaller stations. Of one midwest uhf station said to be floundering in pre-freeze vhf market, Commissioner remarked: "His story is really sad, but are we supposed to guarantee a profit with every license? We didn't force the permit on him."

★ ★ ★

THERE'S undercurrent of anger among Iowa NARTB members over admission of WOI-TV Ames, state-financed commercial vhf station, to membership at January board meeting. They resent competition of college station which they help support through taxes. While no Iowa cancellations are known to have reached NARTB, some members threaten to call on President Hal Fellows for action when he addresses Iowa Assn. meeting April 8. NARTB by-laws reportedly offer no grounds for denial of membership to WOI-TV.

★ ★ ★

WILL THERE be lawsuit for repossession of NBC-TV time currently occupied by U. S. Tobacco Co.'s *Martin Kane* (Thurs., 10-10:30 p.m.), which network is dropping to accommodate part of hour-long *Lux Video Theatre* when it switches from CBS-TV this fall? Notified by network several weeks ago that contract for that period would not be renewed when it expires, officials of U. S. Tobacco and its agency, Kudner, who make no bones about being unhappy, notified NBC they were turning matter over to their attorneys.

★ ★ ★

CHRIS J. WITTING, who assumed presidency of Westinghouse Broadcasting Co. Jan. 1, is making circuit of Westinghouse properties, intending to spend month at each station city. He's in Philadelphia during March (KYW and WPTZ [TV]). Other points to be covered: Pittsburgh (KDKA); Boston (WBZ-AM-TV); Fort Wayne (WOWO); Portland (KEX) and ultimately San Francisco, where KPIX (TV) is being purchased (see lead story page 27).

★ ★ ★

HAROLD KAYE, head of Harold Kaye Adv., New York, has sold firm to E. Louis Figenwald, vice president, and Alex Courtney, television director, who will head company under name of Allen Christopher Co., former affiliated company to Kaye Advertising agency. Meanwhile, Mr. Kaye, along with undisclosed Bostonian executive, is negotiating to buy one or more radio stations.

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ASCAP negotiations end, and now it's up to stations to decide whether they want blanket or per-program licenses. *Page 75.*

NETWORKS

Opposition to NBC minute insertion plan erupts among affiliates and representatives. *Page 76.*

PERSONNEL RELATIONS

Dispute between WOR-AM-TV New York and musicians union leads to station suit for injunction and $1 million damages. *Page 80.*

FOR THE RECORD

Weekly TELESTATUS summary of all tv stations on the air and their estimates of tv sets plus commencement target dates of all tv grantees. *Page 105.*

Things have changed in ARKANSAS, too!

THERE's nothing blue sky about comparing Arkansas' economic growth with that of the aluminum industry. Aluminum is made from bauxite—and Arkansas is the world's leading bauxite producer. This is only one of many new economic facts. And Arkansas Retail Sales are now running *251.7% ahead of ten years ago*!*

There's a tremendous new radio value to deliver the new Arkansas, too. It's KTHS in Little Rock, 50,000 watts, and the State's only Class 1-B Clear Channel radio station. KTHS gives interference-free daytime coverage of more than 3¼ million people—*primary daytime coverage of more than a million people!*

Ask your Branham man for the whole KTHS story.

---

* Sale Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Roberston, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

KRTV (TV)'s Physical Assets Purchased by KATV (TV)

SALE of physical assets of uhf station KRTV (TV) Little Rock to ownership of vhf station KATV (TV) Pine Bluff, Ark., for about $400,000, with ultimate deletion of former, agreed to in principle Friday as outgrowth of competition in Greater Little Rock market.

Kenyon Brown, president and part owner of KRTV, said understanding followed negotiations with principal stockholders of KATV, John Griffin and James C. Leake. Griffin interests own KTUL Tulsa and KOMA Oklahoma City and are part owners of KWTV (TV) Oklahoma City (ch. 9). Formalizing of transaction will take place later.

KRTV, on ch. 17, is CBS affiliate, but because of Little Rock coverage afforded by the ch. 7 Pine Bluff station, it is understood CBS contemplates a switch. KATV would utilize KRTV facilities in Little Rock as auxiliary offices and studios, continuing to maintain headquarters in Pine Bluff. Markets are about 40 miles apart but vhf transmitter is equidistant.

Under the procedure, uhf station will turn in permit. Transfer of license, therefore, is not involved since only physical facilities are being sold. The $400,000 figure agreed to, it was reported, reimburses Mr. Brown and his associate, E. H. Rowley, who owns two-thirds. Mr. Brown's primary operation is KWFT-AM-TV Wichita Falls, Tex.

Signing of AFM-Network Five-Year Contract Announced

SIGNING of five-year contract between CBS, NBC and ABC and American Federation of Musicians announced Friday by James C. Petrillo, AFM president. Parties had entered into verbal agreement on pact on Feb. 19 [B•T, Feb. 22].

Contract, retroactive to Feb. 1, 1954, calls for 10% wage increase for staff musicians for first three years and another 10% for next two years. It specifies that single engagement rate remain as in old pact, except in Los Angeles and New York. In former city rate for local one-half hour program is increased from $10.60 to $13.25 and for one-hour program from $15.85 to $19.81. In New York, local agreement specifies that if recorded audition for radio is used on air, musician shall be paid difference between audition rate and live rate.

Contract was signed by Mr. Petrillo and Robert H. O'Brien, executive vice president, ABC; William C. Fitts Jr., director of labor relations, CBS, and J. M. Clifford, vice president in charge of personnel, NBC.

CAB Grounds Godfrey

RADIO-TV entertainer Arthur Godfrey Friday said he would "respectfully accept" Civil Aeronautics examiner's ruling suspending his pilot's license for six months. CBS star had been charged with buzzing tower at Teterboro, N. J., airport. Suspension becomes effective March 16.

RADIO'S BASEBALL WIN

VIRTUAL victory for radio allowing sponsored re-creations of major league baseball broadcasts is seen in decision by FCC Friday which denied protests of Yankees, Dodgers and Cardinals against Gordon McLendon's Trinity Broadcasting Co. and granted license renewal to Trinity's KELP El Paso. Clubs have recourse to courts. Decision hinged on whether Trinity stations misappropriated private rights of clubs. FCC said "no," citing court cases including *Loeb v. Turner* 257 S.W. (2nd) 800 (1953) in which Texas court ruled for Trinity's KLIF Dallas in re-creations of another station's auto race broadcasts.

Sterling Says Stations May Modulate to 15,000 Cycles

AM STATIONS may modulate to 15,000 cycles or more to attain high-fidelity provided they do not interfere with other stations, FCC Comr. George E. Sterling told Washington Hi-Fi Fair Saturday. He said growing interest in good reproduction is "challenge to the broadcaster."

Comr. Sterling said many am stations broadcasting hi-fi programs "have a consistent and intensely loyal group of listeners." Citing am interference problems in summer, especially in areas of low-signal intensity, he lauded fm as "adventure in good listening." More attention should have been paid to noise level years ago, he said, noting improvements in hi-fi designs.

High cost of 15,000-cycle inter-city lines is major obstacle to hi-fi networking, Comr. Sterling said, adding he hoped listener pressure will force increased use of better lines and terminal equipment. Next step in development of binaural sound will be transmission of both audio channels from one fm station, he predicted, recalling experiments along this line. He suggested Institute of Radio Engineers give an award to engineer who makes outstanding contribution to high-fidelity reproduction.

Hi-fi is no longer associated with "long-hair" musicians or music, he said. He lauded steps by Radio-Electronics-Tv Mfrs. Assn. to develop uniform standards and prevent abuse of term hi-fi in describing equipment. Industry estimates on hi-fi sales in 1954 reach $250 million and may go higher, he added, with tribute to better quality of recordings and recorded programs.

Half WHYN-AM-FM-TV Sold

SALE of 50% interest in WHYN-AM-FM-TV Holyoke-Springfield, Mass., to Republican Television Inc. for $250,000 was announced Friday. Republican Tv Inc. is owned by employe pension funds of *Springfield News* and *Union*. It is paying $90,000 cash as down payment, with balance to be paid at rate of $10,000 per month. Stock sale is subject to FCC approval. Present WHYN principals own *Holyoke Transcript* and *North Adams* (Mass.) *Transcript*.

• BUSINESS BRIEFLY

SPOTS IN 100 MARKETS • General Foods (Minute tapioca), N. Y., through Young & Rubicam placing spot radio campaign in well over 100 markets for 13-weeks with possible 52-week extension.

RED HEART CAMPAIGN • Morell Inc. (Red Heart dog food), Ottumwa, Iowa, preparing television spot announcement campaign on 156 television stations, starting April 18 for two or three weeks, then resuming July 6 for one or two weeks. Spots directed at children 6 to 14 years of age. N. W. Ayer, N. Y., is agency.

ANNOUNCEMENT TEST • General Foods (Wigwam Syrup), N. Y., through Benton & Bowles, N. Y., contemplating two-week announcement campaign in about dozen markets to start immediately, using couple of tv, rest radio stations. Agency was awaiting client approval late Friday.

NATIONAL BISCUIT USES RADIO • National Biscuit Co. (NBC bread), N. Y., launching radio announcement campaign. Some schedules started March 1, others start March 29. Contract runs until Dec. 10, placed by McCann-Erickson, N. Y.

FILM SPONSORSHIP • J. Broiler Corp., L. I., expanding sponsorship of quarter-hour film, featuring its Roto Broil product, to about 50 markets during March. Contract for 13 weeks being placed in markets with more than 100,000 sets. Products Service Inc., N. Y., is agency.

OLIAN & BRONNER NAMED • Princess Pat Ltd. (cosmetics), Chicago, appoints Olian & Bronner Inc. to handle its radio-tv advertising.

NARTB To Oppose FCC Fees On Broadcast Licensing

NARTB will oppose government effort to levy fees on licensing of broadcast facilities, President Harold E. Fellows said Friday after polling board of directors. First step will be appearance March 16 by Vice President Ralph W. Hardy at Senate Interstate & Foreign Commerce Committee hearing on Johnson Bill (S-2926) proposing amendment of Communications Act to permit nominal FCC fees.

Association will contend fees for privilege of engaging in means of free communication are inadvisable and contrary to historic government policy of encouraging communication ventures. Johnson bill will be opposed and NARTB will argue proposed FCC fees to constitute virtual amendment of Communications Act. New law needed to deny Commission right to levy fees on radio and tv, according to NARTB.

WSAZ-TV Starts Color

FIRST color broadcast carried Friday by WSAZ-TV Huntington, W. Va., according to Lawrence H. Rogers II, vice president and general manager. Station's color debut carried in connection with NBC-TV *Bride & Groom*, 12-12:15 p.m., sponsored by Jergens Co. WSAZ-TV month ahead of its color timetable, Mr. Rogers said.

Top Talent + Top Market =

Top Sales

Lee Knight

Lee Knight, as hostess of Homemaker's Institute, has been serving the interests and needs of Toledo area housewives since 1940. Her program is a nicely balanced combination of sprightly music, household hints, tips on fashions and stories of women in the news.

Lee's years of experience give clients the benefit of top talent for top sales. Minute participation may be either transcribed or live, and commercials are cleverly worked right in as part of the script.

If you need a top participation show in a top market, better investigate this proven morning sales medium.

Homemaker's Institute will sell your product in the billion dollar Toledo market. Call your nearest Katz representative or ADams 3175 in Toledo.

WSPD **AM-TV**

TOLEDO, OHIO

STORER BROADCASTING COMPANY

Represented Nationally by Katz

TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

Three More Uhf's Deleted; Other Actions of FCC

THREE more uhf permits deleted by FCC Friday: uhf ch. 42 WHFB-TV Benton Harbor, Mich.; ch. 46 WCIG-TV Durham, N. C., and ch. 38 WMRF-TV Lewistown, Pa. Fourth permit surrendered for deletion: uhf ch. 21 WEOK-TV Poughkeepsie, N. Y. None were on air. WCIG-TV decided to surrender because of "no assurance of network affiliation."

Station Transfers Filed With FCC

TWO tv station transfers reported filed with FCC Friday: uhf ch. 21 WUTV (TV) Youngstown, Ohio, and uhf ch. 66 WKNY-TV Kingston, N. Y. Polan Industries sells WUTV for $76,600 to uhf ch. 73 WFMJ-TV there, now on air. WKNY-TV is transferred to WKNY-TV Corp., new firm under same ownership as present permittee, Kingston Bcstg. Corp., also licensee of WKNY.

FCC Sustains Examiner in Hartford Case

BY OPINION and order Friday FCC sustained action by Examiner Fanney N. Litvin in Hartford vhf ch. 3 contest denying request by Hartford Telecasting Co. for permission to take depositions of officers and directors of Travelers Insurance Co., parent firm of competitor WTIC [B•T, March 1].

Louis Wasmer Cleared for Initial Decision

LOUIS WASMER (KREM) cleared for initial decision on vhf ch. 2 at Spokane, Wash., as FCC Friday announced dismissal of competing bid of Television Spokane Inc. at latter's request.

KVOG Bid Vacated

BID of KVOG Ogden, Utah, for vhf ch. 9 dismissed by FCC Friday at request of applicant and initial decision to deny application for default was vacated. KVOG did not appear at hearing [B•T, Feb. 8].

Stay Carthage Grant

ON PROTEST of interference by KWRT Boonville, Mo., FCC Friday stayed effective date of new station grant to Carthage Bcstg. Co. for 500 w day on 1370 kc at Fort Scott, Kan., and ordered hearing April 6. KWRT made party.

New Columbia Records Division Announced

FORMATION by Columbia Records Inc. of Cryton Precision Products, new division for manufacturing general line of precision molded plastic products, was announced Friday by James B. Conkling, president of Columbia Records. Designated vice president and general manager of division was James Hunter, chemical and development engineer in plastic phonograph record field.

Mr. Conkling said that CRI, which has pioneered in development of mass production of long-playing records made of plastic, intends, through new division, to divert some of its facilities to products other than discs. He said company recently completed million-dollar expansion program involving installation of injection molding equipment that is used for plastics molding.

SAG Strike Call Issued

STRIKE called for today (Mon.) by Screen Actors Guild against six tv film production companies refusing to sign guild's collective bargaining contracts. Affected are Alexander Film Co., Colorado Springs; United Film Service, Kansas City; All-Scope Pictures, Cate & McGlone, Frederick K. Rockett Co. and Rocket Pictures, Hollywood.

RECORD FUND

PAYMENTS to musicians out of Music Performance Trust Fund contributions from recording industry fees will total $900,000 in first half of 1954, plus $236,350 previously allocated, according to semi-annual report by Samuel R. Rosenbaum, trustee. Total contributions to fund by record manufacturers in first half of 1953 amounted to $915,000. Trust funds are used to pay instrumental musicians for performances open to public without charge.

Bartley, Richards Speak At Oklahoma Meeting

TWELFTH annual radio and television conference at U. of Oklahoma, Norman, held during weekend, featured talks by FCC Comr. Robert T. Bartley and NARTB's Robert K. Richards.

Mr. Richards, addressing first day luncheon meeting, referred to Politz study of radio listening in tv areas, said radio audience is constantly changing, called for broadcasters to adjust rate cards upwards. He said greatest need of broadcasters is for trained selling personnel.

Among other sessions, panel of WKY-TV Oklahoma City officials—Paul O. Brawner, Gene Dodson, Robert Olson—spoke on selling by announcers; Bill Hoover, KADA Ada, on selling; Roy Bacus, WBAP Fort Worth, Tex., on advertising basics; Robert C. Currie Jr., KEDD (TV) Wichita, Kan., on public service and educational tv; S. R. Worsham, KBTV (TV) Denver, on career opportunities in tv. Group of small station operators discussed need for versatility among employes of small radio and tv stations.

KATL Switches to KYOK

KATL Houston begins operating under new call letters, KYOK, today (Mon.). Station, purchased recently by Jules J. Paglin and Stanley W. Ray Jr., becomes fourth to carry their "OK" call.

KLIK Names Young

KLIK Jefferson City, Mo., names Adam J. Young Jr. Inc. as its national sales representative. Station is on 950 kc with 5 kw, daytime.

UPCOMING

BMI Program Clinics:
March 8: Albuquerque, N. M.; Austin, Tex.
March 9: Phoenix, Ariz.
March 10: Los Angeles; New Orleans.
March 12: San Francisco; Jackson, Miss.

March 11: Hearing on SJ Res. 133 to bring under anti-trust laws any professional baseball club owned by a beer or liquor company. Senate Anti-Trust & Monopoly Subcommittee, Senate Office Bldg., Room 424, 9:30 a.m. Open.

For other Upcomings see page 113.

PEOPLE

McDONALD GILLESPIE, account executive for printed media; **WHITMAN HOBBS,** copy group head, and **CLIFFORD SUTTER,** account supervisor, promoted to vice presidents of **BBDO,** N. Y.

EMERSON KIMBLE promoted to station manager for WSPD Toledo, responsible for all radio operations. **WILLIAM ASHWORTH** named WSPD-TV national sales manager, continuing duties as merchandising director.

RUSSELL MAYBERRY, account executive with WBBM-TV Chicago and previously with WMOT Memphis and WNBQ (TV) and WBKB Chicago, to sales staff of Detroit office of The Katz Agency, national advertising representatives.

FREDERICK GREENE, formerly of Amos Parrish Adv. Agency, N. Y., named WBZ-WBZA Boston-Springfield advertising and sales promotion manager succeeding **C. LUD RICHARDS,** named sales service manager.

Ad Council To Open Drive To Stimulate Public Buying

AMERICAN industry must do more advertising, and do it better, to revive public confidence and stimulate purchase of durable goods, Paul G. Hoffman, Studebaker Corp., chairman of Advertising Council's Public Policy Committee, said Friday in announcing plans for drive to acquaint public with basic soundness of nation's economy [B•T, Jan. 18].

Radio-tv fact sheets for Council's campaign will be sent out this week, with allocations to start in April. They will show how nation is growing and emphasize opportunities for future.

"This is not a campaign to smile ourselves out of trouble," Mr. Hoffman said. Instead it will seek to bolster confidence in business and industry, with ultimate goal described as slight stimulation of public purchasing. Nation's savings are at all-time peak, he said, with no justification existing for present trend toward putting off major purchases of heavy goods. He said Studebaker plans expenditure of $5 million in merchandising activity.

Woodward & Byron Agency

WOODWARD & BYRON, new advertising agency, formed by Van Lear Woodward Jr., former president of William Von Zeal, N. Y., and Mark Byron, former vice president of William Esty Co. Some clients have used radio and expect to continue; use of tv also contemplated. Agency is at 50 West State St., Westport, Conn. Telephone: Capitol 7-9554.

British Tv Bill

BRITISH Government Friday published commercial television bill setting up independent television authority as rival to government-owned BBC. Bill contains provision limiting advertising and products. If approved by Parliament before summer recess, London, Birmingham and Lanshire area may have commercial tv in about year.

Young America Subsidiary

KATCHINA Productions, N. Y., has been established as tv film production subsidiary of Young America Films Inc., N. Y., with offices at 18 E. 42nd St., N. Y. 17. Telephone: Lexington 2-4111. First tv series will be *Silver Cloud*, dramatizations of old Indian legends, which will be produced in color.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

PARTICIPATIONS AVAILABLE
IN
"HISTORY MARKS THE DATE"!

MONDAY
THROUGH
FRIDAY
8:15-8:30 A.M.

OLDEST
TELEPHONE QUIZ
SHOW
IN THE TRI-STATE
WITH THE
HIGHEST
SUSTAINED RATING
ON
WSAZ

NATIONAL REPRESENTATIVES
THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

index

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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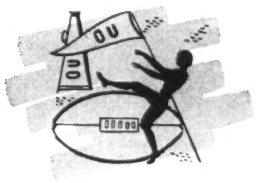


IN FOOTBALL THE
SOONERS
ARE THE CHOICE
OF OKLAHOMA

IN TELEVISION
KWTV
IS THE CHOICE
OF OKLAHOMA CITY

BRUCE PALMER
KWTV NEWS DIRECTOR

IN NEWS, Bruce Palmer is the choice of Oklahoma City. A graduate of Missouri University and a veteran newsman who was formerly press attache to the American Embassy in Colombo, Ceylon, Bruce has built a vast, loyal audience during 24 years as a newspaper reporter, radio newscaster and TV news director *in Oklahoma*. Yes, Bruce Palmer is one of the winners who have made KWTV-9 *the choice of Oklahoma City!*

EDGAR T. BELL, Executive Vice-President
FRED L. VANCE, Sales Manager

KWTV goes to 316,000 watts ERP with a 1572-foot tower in late summer 1954!

the Choice of Oklahoma City

KWTV-9

CBS

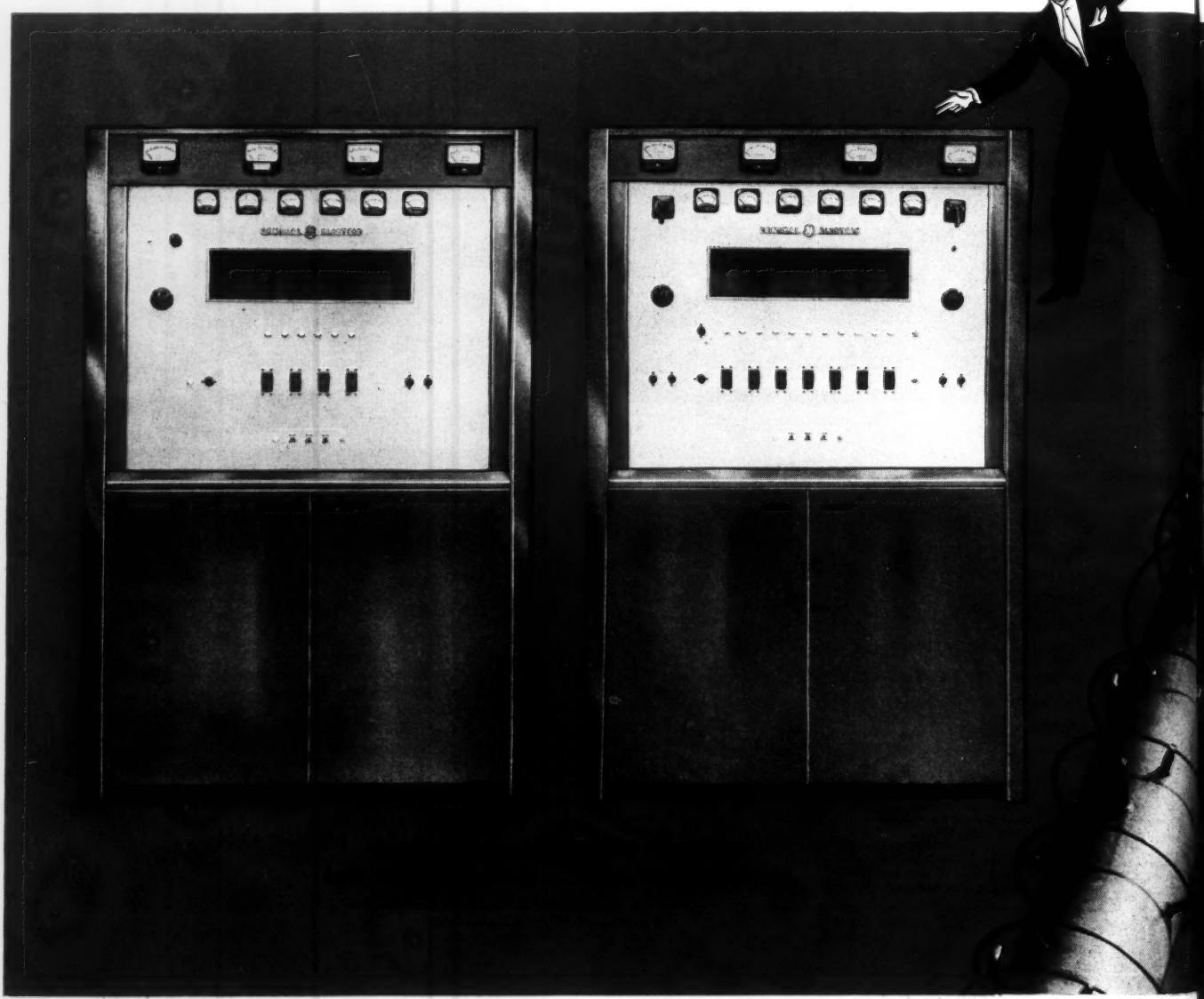
AFFILIATED MANAGEMENT K O M A CBS
REPRESENTED BY AVERY-KNODEL, INC.

NEW

G-E HIGH CHANNEL

SAVE on initial investment! It is actually possible to economize on equipment cost by as much as $15,000! A high gain helical antenna installation may turn this neat trick perfectly in your market area. Why not line up your requirements and let one of General Electric's *many high power plans* try to solve them the *economical* way!

SAVE on yearly operating costs! With interest, power and operating tube costs to consider you *save a second time* by installing this new G-E high power equipment. Based on an average 5,000 hours use each year these savings can hit the $10,000 mark. You may not need a higher power transmitter . . . then why pay added operational expense?



VHF POWER PLAN

Channels 7 through 13

VHF HELICAL ANTENNA –20 KW AMPLIFIER COMBINATION

Attention broadcasters on channels 7 through 13! Here's the economical, General Electric answer to your demands for *full power equipment.* The helical antenna design, which is a trademark of success in UHF telecasting today, has been perfected for *very high frequency* use. Power gains of 19.5 are predicted!

Simpler construction . . . lower wind loading . . . and high gain make the helical design *far more practical* than other antenna types. It is only this approach to obtaining full power which can save you initial and continuing expense. Consider this outstanding equipment combination for your market area . . . be it a new TV outlet or one currently operating with a 5 KW transmitter. When you add the economy factor to General Electric's well-earned performance reputation you have every reason to call our local district office now!

* * *

Place Your Order Today at our local office or write: *Section X233-8, General Electric Company, Electronics Park, Syracuse, N. Y.*

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

COLGATE COMEDY HOUR

Network: NBC-TV
Time: Sunday, 8-9 p.m. EST
Sponsor: Colgate-Palmolive Co.
Agency: Ted Bates
Supervisor: Leland Hayward
Producer: Jules Styne
Script adapted by: Herb Baker
Musical Director: Al Goodman
Television Director: Sid Smith
Cast: Ethel Merman, Frank Sinatra, Bert Lahr, Sheree North

AN EVENT which bears repeating was the Feb. 28 television adaptation of the stage hit of 1934, "Anything Goes," which turned out to be as handsome, lively and enjoyable a tv production as can be summoned to memory.

It was replete with talent before the camera and behind it. The performance of Ethel Merman in an extremely demanding role was equal to the theatrical standards she set as the star of the Broadway hit of several years ago, "Annie, Get Your Gun." She delivered the great tunes of Cole Porter with, as the occasion required, zest, humor and sentiment.

Though his own restrained singing style was at something of a disadvantage when matched against the exuberance of Miss Merman, Frank Sinatra carried off his role with commendable craftsmanship. As the bumbling Public Enemy No. 13, Bert Lahr added to his reputation as a durable and dependable comedian. His dual presentation with Miss Merman of the ancient tune, "Friendship," which was not in the original "Anything Goes," was one of the principal delights in a generally delightful hour of entertainment.

The whole production was stylishly mounted and impeccably paced, a tribute to the production staff headed by Leland Hayward and Jules Styne. By some legerdemain, Messrs. Hayward, Styne and company managed to give the television show the liveliness and size of a hit musical produced on the stage.

Only one note of unhappy criticism: Most of the commercials seemed an intrusion. The same commercials, or at least ones very much like them, have been used on other presentations of the *Colgate Comedy Hour* without conflicting with the shows. Perhaps they were irritating on "Anything Goes" because of their severe disruption of the production's continuity.

The first commercial featured singers dressed in costumes of the twenties, the period of the show, and doing a Charleston-type version of the Halo shampoo jingle. It seemed to fit into the main production and was wonderful. The others, however, were routine spots and as such were at obvious odds with the presentation they interrupted.

* * *

HOME

Network: NBC-TV
Time: Mon.-through-Fri., 11 a.m. to 12 noon EST
Cast: Arlene Francis, editor-in-chief; Poppy Cannon, food editor; Estelle Parsons, special projects editor; Eve Hunter, fashion and beauty editor; Miss Sydney Smith, home decoration editor; Dr. Rose Franzblau, family affairs and child care editor; Elinor Ames, etiquette editor; Will Peigelbeck, gardening and "how-to-do-it" editor, and others.
Executive Producer: Richard A. R. Pinkham
Producer: Jack Rayel
Associate Producer: Richard Linkroum
Director: Garth Dietrich

AN IMAGINATIVE, sensible and constructive program has hit morning tv. This happy departure came last Monday when NBC-TV introduced its much publicized new daily hour-long venture titled *Home*. The show, designed to enlighten and entertain the lady of the house, is quickly developing into a homemaker's delight.

The first three "editions" of NBC-TV's "electronic magazine" were packed full of cooking tips, suggestions on household decoration, fashion previews for every age group, advice from a family expert on how to make a house a home, ideas for more attractive gardens—even a demonstration on how to patch a broken finger-nail.

But *Home* is not dedicated completely to practicality. To insure the sentimental impact of the series, not to mention sizeable ratings, film clips of baby pictures taken by the famed photographer, Connie Bannister, are shown several times on each program.

Each *Home* department is headed by a hand-picked editor who is a qualified authority in her own field. Arlene Francis was a wise selection as chief editor on the new series. Miss Francis, despite the challenge that a production of this size and scope imposes, is completely at ease on her new show. On the first three telecasts she did a commendable job in knitting *Home's* many features together.

The editors chosen to assist her make good tv performers, for the most part. Poppy Cannon, food editor, still seems a bit uncomfortable in her tv kitchen, but then hers is perhaps the most difficult assignment on the show. The only objectionable segment arises in the family affairs department. Dr. Rose Franzblau, on *Home* to discuss family problems and possible solutions, might better confine herself to that rather than soliciting letters from viewers on their own little ups-and-downs.

In commercial content, *Home* sounds just as a feature magazine reads. As the visual pages turn, ads are inserted. Items for the home ranging from carpeting to ice buckets turn up in conversational commercials between *Home's* many features. Most of the commercials are well integrated with program content and hence are immensely effective.

Given an equal amount of advance publicity with *Home* as a program was a $200,000 set, where the new show would be staged, equipped with mechanical gadgets that lift bulky objects and turn them around for viewers' inspection, portions of tables that rise and revolve to show off small pieces of merchandise, rain and snow making equipment and a revolving stage in the center of the set. It is indeed an interesting piece of craftsmanship. What is more important is that it is a usable set and *Home's* editors are putting it to good purpose, taking the wonder of it all pretty much in stride.

Perhaps more than any other show on the air, *Home* is inclined to make the viewer color conscious. The show is tailor-made for colorcasting. Not much work will be accomplished around the house from 11 a.m. till noon when that day arrives.

* * *

BOOKS

PROCEEDINGS OF THE NATIONAL ELECTRONICS CONFERENCE (VOLUME 9) compiled by the National Electronics Conference Inc., 84 E. Randolph St., Chicago 1, Ill. 992 pp. $5.

THIS book contains 98 technical papers and luncheon addresses presented at the 1953 conference in Chicago and is the latest in a continuing series of volumes. The papers cover electronic research, development, and application in audio, circuits, communication, computers, electron tubes, engineering management, filters, instrumentation, magnetic amplifiers, materials and components, microphonics, microwaves, network synthesis, nucleonics, television, transistors and ultrasonics. Volume also contains charts, diagrams and tables.

Music—News—Time
KBIG
The Catalina Station 740 on your dial
KBIG uses Outdoor Advertising (illustrated)—plus all other major media in all-year audience promotion
ONLY 4 STATIONS
ARE powerful enough and popular enough to register audiences in radio survey ratings of both Los Angeles and San Diego.
OF THESE TOP FOUR... KBIG is
• the only independent
• the least expensive
• the lowest cost per thousand families
KBIG 6540 Sunset Boulevard, Hollywood, California

In Washington.....it's the sight to see!

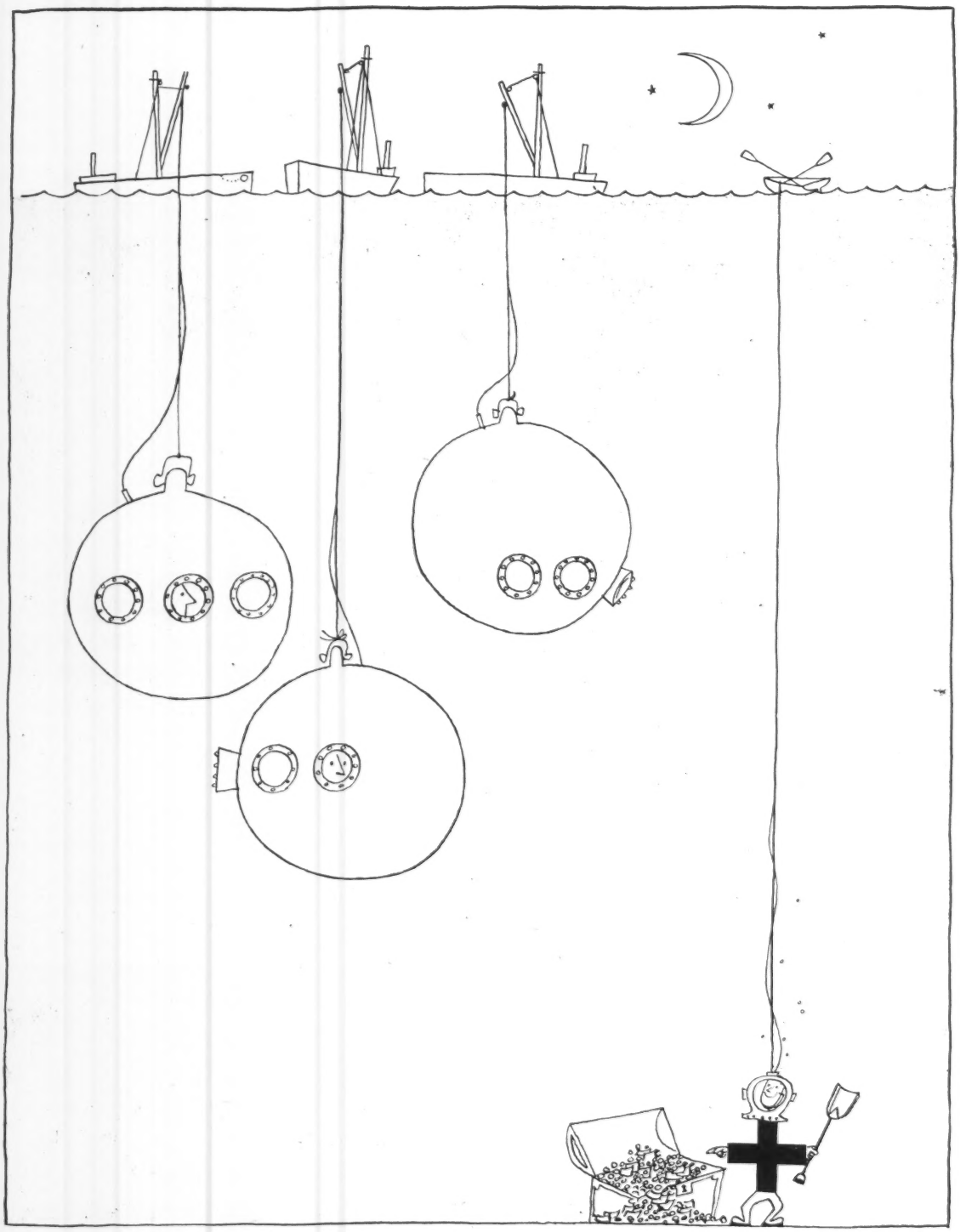
These days, most sightseeing in Washington is done at home ...on WTOP-TV. In one year, the Lincoln Memorial is looked over by 1,793,000 visitors, the Washington Monument by 995,000, the Smithsonian by 3,365,000. *In one week,* WTOP-TV *is seen by 1,652,280 Washington area viewers.* (Day in and out, in fact, WTOP-TV is the most-watched station in town.) In Washington, the sight to see —the place where a smart advertiser should be—is...

WTOP-TV

Channel 9

The Washington Post-
CBS Television Station...
represented nationally by
CBS Television Spot Sales

Sources on request



for the real lowdown . . .

Mister PLUS, our foot-loose mascot, has often scaled high places to explore the towering advantages of network radio. Especially Mutual's. He now plunges into the question of *cost-per-thousand performance* and takes some deep-sea soundings which sound just fine. *Very* especially Mutual's.

On the over-all record for '53 (as logged by Nielsen, Jan.-Nov., that is), the average cost-per-thousand of all evening commercials on all radio networks is *low*...deep-down proof of the economy which no other medium can match.

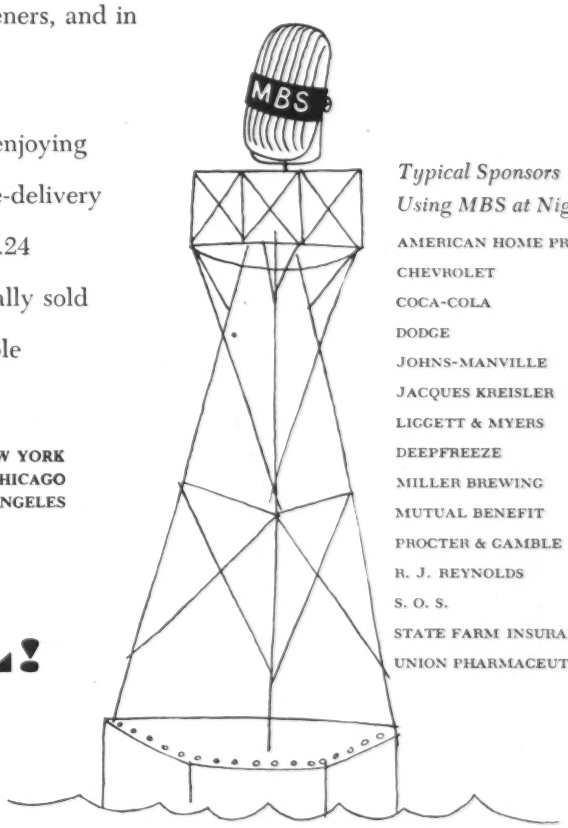
And which network hits *bottom* in this year-round, low-man tourney? Well, the diver on the right is Mister PLUS, with a score for Mutual that is 19% lower than the average for the other three networks, and 12% to 24% lower than any one of them!

You will observe that Mister PLUS works with a different sort of gear—just as the Mutual Network itself differs from the others. We differ in coverage patterns, for instance, with nearly twice as many stations as anybody else. We also differ in program ideas for listeners, and in profit ideas for sponsors.

These facts explain why more clients than ever are now enjoying lower costs than ever in Mutual waters—actual audience-delivery costs as low as *$1.24* per thousand homes!* (And that $1.24 includes time and talent, of course.) True, we are virtually sold out from 7:30 to 9:15 pm, but there's prime time available for *your* nets, day or night.

Why not set your course *plus*ward?

LO 4-8000.....NEW YORK
WH 4-5060.....CHICAGO
HO 2-2133...LOS ANGELES



Typical Sponsors Using MBS at Night

AMERICAN HOME PRODUCTS
CHEVROLET
COCA-COLA
DODGE
JOHNS-MANVILLE
JACQUES KREISLER
LIGGETT & MYERS
DEEPFREEZE
MILLER BREWING
MUTUAL BENEFIT
PROCTER & GAMBLE
R. J. REYNOLDS
S. O. S.
STATE FARM INSURANCE
UNION PHARMACEUTICAL

it's MUTUAL!

*Nielsen Rating Basis

WBNS-TV *columbus, ohio*

*"the best liked TV station of them all"**

according to Billboard's second annual TV film service poll

top rated in
all 5 catagories!
1st place WBNS-TV
1. Which TV station is most careful and conscientious in handling TV film commercials and most prompt in returning them?
2nd place WBNS-TV
2. Which station programs TV film shows most effectively and imaginatively?
2nd place WBNS-TV
3. Which station offers the best merchandising, marketing and promotion cooperation on a local level for syndicated TV film series?
3rd place WBNS-TV
4. Which TV station supplies the fastest information on time availabilities regardless of length of time period or whether you secure the information direct from the station or through its station rep?
Specific Mention . . . WBNS-TV
5. Which TV station is most careful and conscientious in handling film, and most prompt in returning it?

Our thanks to Billboard, distributors, producers, sponsors and agencies for their show of confidence . . . an honor we accept as a responsibility.

*Billboard, January 30, 1954.

WBNS-TV
COLUMBUS, OHIO • CHANNEL 10
CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*
REPRESENTED BY BLAIR TV

OPEN MIKE

Indispensable

EDITOR:

. . . May I thank you for so skillfully editing and presenting the radio television story in your indispensable magazine. B•T is a bubbling spring of knowledge and inspiration. The information, implicit and explicit, I find therein each week has helped our agency out-advertise competitive products with much higher budgets. Keep the faith.

S. A. Tannenbaum
Weightman Inc.
Philadelphia

Newspaper Logs

EDITOR:

Would it be possible to secure about 20 reprints of the article entitled "ANPA Head Believes Logs Help to Hold Subscribers" as contained in the Feb. 15 issue of B•T. We are in the 13% who pay for log publication and I would like to use these 20 reprints to circularize to officials and owners of our two local papers.

Glenn Marshall Jr., President
WMBR-AM-TV
Jacksonville, Fla.

Defense of P. I.

EDITOR:

BROADCASTING • TELECASTING's recent article, "More P. I. Offers Flood Stations" [Feb. 8] . . . by innuendo and misquotation attempted to give an impression that p.i. advertising was *per se* undesirable.

The association of my client (Thermae Products Inc.) in the same sarcastic article with other questionable products (even though they are not alike, nor do they originate from the same source) was done for the obvious purpose to discredit one and all alike. While I can't speak for the others, at least I know Rocky Mountain Hot Springs Home Mineral Baths is an excellent product . . .

Stations are not bound to accept p.i., but when they do, they are helping to build additional business for themselves, as well as the advertiser. In time the p.i. advertiser (becoming financially stronger as a result of the co-operative advertising) finds it possible to do national advertising on a rate card basis . . . We have already received acceptances from approximately 100 stations. They're all types too—250 watters to 50,000 watters.

Ad Fried
Ad Fried Adv. Agency
Oakland, Calif.

[EDITOR'S NOTE: No comment was made in the B•T story on the quality of Mr. Fried's product. The misquotation he alleges is not supported by fact. B•T has always opposed p.i., for no matter what product.]

Ladies' Day

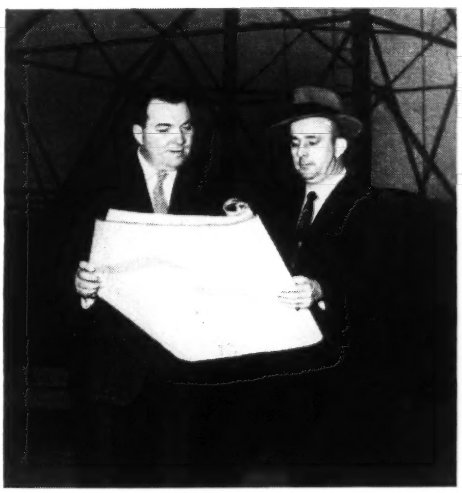
EDITOR:

Just a few lines to let you know how much I enjoy your publication. For those of us who want to keep in touch with our industry, it is indispensable.

Hats off to Mr. Richard E. Jones for his contribution on page 16 of the February 15 edition. Might I suggest that you put aside a small space in each copy of B•T for pictures submitted by various radio and television stations of attractive young ladies who work on the staff. . . .

Perry Andrews, Announcer
KYW Philadelphia

first --choice----→ GPL again!



Checking construction blueprints: owner Robert W. Rounsaville (left) with Lee Smith, station manager in Louisville.

ROBERT W. ROUNSAVILLE PICKS GPL EQUIPMENT FOR THREE NEW TV STATIONS

WQXI-TV ATLANTA

WQXL-TV LOUISVILLE

WQXN-TV CINCINNATI

• With three new TV stations in highly competitive markets, Robert W. Rounsaville picked GPL equipment because "I just had to have both quality and economy . . . the quality to match existing stations; the economy to withstand the financial competition.

My engineers studied the field . . . looked at all lines. GPL was the final choice: for engineering quality and operating economy. With three stations, the savings from this equipment are mighty important. In fact, they mean profit or loss."

Whether you have one, three or five stations, General Precision products can do two major things for you: give you the best pictures on the air today, and save you operating costs. If this sounds too good . . . ask for proof. GPL engineers will bring equipment to your studios, work with your cost figures, to prove the double benefits.

THREE-STATION ORDER INCLUDES:

- 6 GPL-Pye Camera Chains
- 3 GPL-Continental Transmitters
- 3 Videcon Film Chains
- 6 GPL Projectors
- 3 Antennas and associated equipment

Write, wire or call for complete information.

General Precision Laboratory INCORPORATED
PLEASANTVILLE NEW YORK

GPL

Export Department:
13 East 40th St., New York City
Cable address: Arlab

Cable address: Prelab

Subsidiary of General Precision Equipment Corporation

Camera Chains • Film Chains • GPL-Watson Varifocal Lenses • Theatre TV Equipment • GPL-Continental Transmitters

The Importance of Good Connections...

In radio, any microphone will do. The difference is where it's plugged in. For the important thing with a microphone is who's standing behind it. And on the other side, who's listening.

Final reports for 1953 show that for the fifth consecutive year the most popular performers continued to gather at CBS Radio. And the biggest audiences were again out front.

CBS Radio has three times as many of America's favorite programs as all other networks combined. And 22 per cent more listeners than anywhere else.

Which is why CBS Radio has the lowest cost-per-thousand in all radio. Why it attracts more of America's Top Hundred advertisers than any other network.

In fact, advertisers bought more time on CBS Radio in 1953 than the year before... giving the network a billings lead over its nearest competitor that's never been equalled: 38 per cent.

In a medium that reaches 98 per cent of the U.S.—and last year added 12.5 million new outlets—the leader in every connection is... THE CBS RADIO NETWORK

ONE . . .
and only ONE television station effectively covers CHARLESTON, West Virginia!

WKNA-TV
Charleston's OWN Television Station

* CHARLESTON

No matter how you try, you can't cover West Virginia's first market with any television but Charleston's OWN station! Only WKNA-TV has the "power"* to do it . . . with strong signal, three network tie-ins and choice local programming "slanted" to and for the Charleston market. Get the facts today on how easy it is for you to share in over $620,000,000 a year this market has to spend.

*Based on actual survey made by a leading radio engineering firm. (name sent on request)

WKNA-TV
the personality station

Programming from the ABC • DUMONT and CBS TELEVISION NETWORKS
Joe L. Smith, Jr. Incorporated
Represented nationally by WEED TELEVISION

MEMO to Smart Radio Time Buyers
Ask WEED & Co. about West Virginia's "Personality Package"
WKNA • WJLS

our respects

to CHARLES LLOYD BURLINGHAM

A STATION executive who doubles behind the microphone is relatively rare these days, but Lloyd Burlingham fills that description. At the same time, he also is one of the best illustrations of the theory that a good farm broadcaster must have a basic interest in agriculture.

Mr. Burlingham has been active in radio since 1938—a member of the tried and true fraternity of WLS Chicago, the *Prairie Farmer* station—and presently is president and a co-owner of WBEL Beloit, Wis. - Rockford, Ill.

He is a partner, in equal interest along with L. O. Fitzgibbons of Beloit and Russ Salter, himself co-owner of WTAQ LaGrange, Ill., of Beloit Broadcasters Inc., which put WBEL on the air in 1948.

There was everything in Mr. Burlingham's early life to indicate he would become an agricultural specialist with programs or segments on three of Chicago's top stations.

Charles Lloyd Burlingham was born on an Iowa farm in Lind County, near Des Moines, on March 3, 1892. He graduated from Iowa State College and the U. of Missouri, after specializing in agriculture, which provided the background for his job associations.

After a stint with the U. S. Dept. of Agriculture, where he handled dairy promotion work in 12 midwestern states, he became associate editor of *Hoard's Dairyman* in 1916, serving for five years. From 1921 to 1925 he was secretary of the Ayrshire Breeders' Assn. in Brandon, Vt., then returned to Chicago.

Other farm chores followed, beginning with the *Breeder's Gazette*, of which he was publisher. He spent seven years as manager of the National Dairy Show, an exposition that traveled the country from Harrisburg, Pa., on the east, through Memphis and Dallas, to Treasure Island in the San Francisco Bay area.

Mr. Burlingham's active broadcasting began 16 years ago (in 1938) with farm shows over WLS (long after the days of the famed Agricultural Radio Foundation, which figured in WLS' early history). To this day, he still maintains programs on that outlet as well as others, preparing his own scripts from personal contacts and experience in agriculture.

J. I. Case Co., Mr. Burlingham recalls, was his first account and others soon took him on. These include the Pure Milk Assn., representing 16,000 dairy farmers in the Chicago area, for seven years; the DeKalb Agricultural Assn., DeKalb, Ill., 10 years; Murphy Products Co., Burlington, Wis., seven years; and, starting in 1943, Skelly Oil Co. He also handles work for International Harvester.

Mr. Burlingham has his own five-minute show for Murphy Feeds and a cut-in on *School Time*, both WLS presentations; a six-day-per-week farm series on WBBM Chicago; a commentary on International Harvester's *Man on the Go* on NBC with Alex Dreier on Friday evenings; and a cut-in for Skelly Oil Co. Saturday mornings over a western network hookup.

Mr. Burlingham had his own farm in Wisconsin for several years but he wanted to operate in Chicago, broadcasting from his own place. So in 1950 he bought a 220-acre farm in Woodstock, Ill. (known as "Green Pastures on the Kishwaukee").

For four years he has operated the farm, with some 175 head of dairy cattle and activity in pork production. But it wasn't until early this year that he actually began broadcasts there.

WBBM, the CBS o&o outlet, installed special lines and made the necessary engineering arrangements, and Mr. Burlingham's dream was a reality. Today, he airs *The Country Hour* from there Monday through Friday and from WBBM's Wrigley Bldg. studios on Saturdays. His sponsors: Murphy Products Co. (feeds) and Curtis Circulation Co. on alternating days.

On the side, the veteran farm broadcaster edits and publishes *Pure Milk* magazine for the Pure Milk Assn. But his broadcast activities keep him the busiest, particularly the WBBM show, claimed to be the only one of its kind originated regularly on a farm in the Chicago area (west of the city limits).

Practices Punctuality

Mr. Burlingham follows his schedule with meticulous devotion to promptness and, as he puts it, "a minimum of working time lost." He gets up at 4:30 a.m., puts on his broadcast and drives to Chicago 60 miles distant. He "shuttles" around the city, either putting on broadcasts or preparing material for scripts. Then he returns to Woodstock for a tour of the farm with his collie, Snooks, and cat, Snooper. Then he prepares the next morning's script and retires.

Mr. Burlingham maintains his own office at 608 S. Dearborn St. in Chicago, and makes periodic trips to Beloit and Rockford. He is not greatly active in the station's management, duties of which have been handled largely by Warren Anderson as assistant manager.

Mr. Burlingham is not a joiner in Chicago radio-tv broadcast circles in the usual sense of the meaning. He is married to the former Mary Vaughn. They have two children—a son, Vaughn, 34, who lives in the Sacramento Valley, and a daughter, Elizabeth, who has been active in broadcast pursuits (*We, the People*, other shows).

WCAN-TV Snarls Phone Lines*

TV Hopefuls' Calls Jam Phone Service

Thousands of 'Winners' Swamp Broadway Exchange for an Hour

A deluge of thousands of telephone calls by potential winners of a radio-television "bingo" program late Saturday night and early Sunday hampered police telephone emergency service at the Safety Building for an hour, police reported Sunday.

Capt. Herbert Schmidt, in charge of the First Precinct Station late shift, stated it was impossible for police to make outgoing or receive incoming calls at the station between midnight and 1 a. m. Sunday because of the number of calls being made to WCAN-TV station. WCAN has a Broadway telephone exchange, the same as the police station.

Kal Ross, WCAN-TV director of operations, claimed that between 100,000 and 150,000 people play the game on TV and radio from 10:30 p. m. to 12:30 a. m. Saturday night. The program started four weeks ago.

Besides the police complaint, hundreds of persons who played the game Saturday night called the police, the Sentinel, WCAN-TV and operators of the Broadway dial switchboard station, 722 N. Broadway. They complained that their phones were "blanked out" during the program, that they got the busy signal for "two hours" and that they could not even reach the operators during the program and for an hour afterward.

The Police [illegible] vised ca[illegible] tri[illegible]

*Game Goes On; Phone Lines Open

Police and Wisconsin telephone Company officials reported that WCAN-TV PLAY REGAL did not interfere with normal phone operations . . . as happened last Saturday Night.

reprinted from Milwaukee Sentinel, February 15, 1954

SENATE UNIT SLOWS WARREN OK F[illegible] COURT

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WCAN-TV found GUILTY!

The surprising results of WCAN-TV's new game PLAY REGAL indicates that thousands of viewers played REGAL — while thousands more jammed phone lines requesting information on how to get cards and to make them eligible players. As a result, WCAN-TV was found guilty on the following four counts.

1. **WCAN is guilty of having 60% conversions in less than 6 months on the air. It is this phenomenal conversion rate that made Milwaukee the fastest growing UHF Market in America today!**

2. **WCAN-TV is guilty of operating at FULL POWER of 212,000 watts bringing top flight WCAN-TV and CBS programming to greater Wisconsin.**

3. **WCAN-TV is guilty of having more than 300,000 PLAY REGAL forms on file in about one month . . . A good indication of the size and type of audience WCAN-TV can deliver for your promotional dollar.**

4. **WCAN-TV is guilty of giving the Best TV BUY in America TODAY.**

CBS
Basic Optional

channel 25 Milwaukee

Represented Nationally by
Alex Rosenman • 347 Madison Avenue
New York, New York

ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST

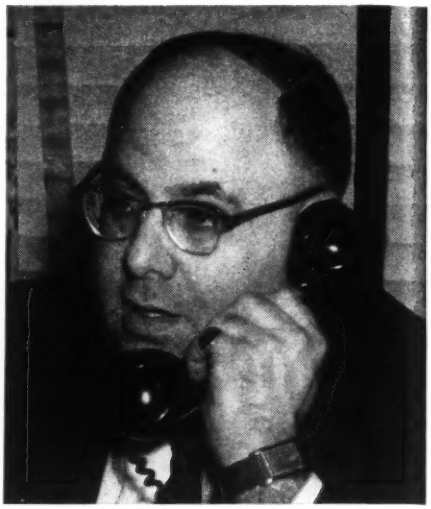
TELEVISION
STATION

KRTV

CBS TV and
DuMont TV Networks
CHANNEL 17
LITTLE ROCK, ARK.

KRTV

LITTLE ROCK
TELECASTERS, INC.
Kenyon Brown, Pres.



RALPH ALEXANDER HART

on all accounts

RALPH ALEXANDER HART, owner of the Ralph Hart Advertsing Agency in Philadelphia, got in on the ground floor of radio. He wrote radio copy back in 1932 for the Harry Feigenbaum Agency, which was then a pioneer in local radio advertising in Philadelphia. As a combination office boy, copy writer and all around advertising assistant, Mr. Hart learned the advertising business from the ground up.

Ralph Hart originally planned to be a doctor, but before he was through college he realized he had chosen the wrong field. A natural aptitude for writing led him to seek a position with an advertising agency. After graduation from Temple U. in 1932 he started with the Feigenbaum agency, stayed there for 15 years, and left as radio director and copy chief.

In February of 1947 Mr. Hart and Leon Greenfield, an art director with the Feigenbaum agency, became partners and established their own agency. At the end of their first day in business they had three accounts. Those three original accounts are still with the agency. They are Charles Stoumen, M. L. Bayard and Barretts Roachsalt. The agency now has 21 active accounts, of which 12 have been with the agency for more than four years. Mr. Greenfield remained a partner until 1952.

Some of the radio and tv accounts of the agency are Fidelity Interstate Casualty Co., Bon-Ton Wall Paper Co., Marclay Hosiery, Quaker Sew-Vac Sewing Machine, Bartels Home Appliance Co., Magic Milk Shake and Adams Clothes. Adams Clothes has used radio and television advertising continuously since the store opened 20 years ago. It started with one store and now has eleven.

Mr. Hart believes that radio has not lost any of its power. "Not only is radio extremely effective as an advertising medium during the morning and daytime hours," says Mr. Hart, "but also in the evening. Television for the average local advertiser has too great a cost to support a continuous campaign. On the other hand, radio can be a consistently strong advertising medium that will pay off in terms of volume of business on a limited budget."

Ralph Alexander Hart was born in Philadelphia on October 31, 1910. He is married to the former Sylvia Perskie, daughter of Jacob Perskie, official photographer for Franklin Delano Roosevelt. They have two sons, Jacob, 11, and Alexander, 4. The family makes its home in Germantown. Mr. Hart's major hobby is reading, and he is a member of the Masons and the Mid City Club.

It's Not Too Late

To Enter KMTV's Slogan Contest

If you haven't put pen to paper yet, don't despair—a free week for 2 at Sun Valley can still be yours!

Omaha's most looked-at—most listened-to television station—KMTV—wants to trade a vacation at Sun Valley for a 4-word slogan that points up the selling leadership it has achieved in the rich Nebraska-Iowa market.

Forget about coupons and box tops . . . you don't need them! Just lean back, close your eyes, and think about Sun Valley's velvety smooth golf course . . . its exciting ski slopes . . . the heated outdoor swimming pools! Then—with that inspiration—get busy and "noodle" a bit.

This contest is limited to the trade only—the people in television, radio, agencies, the time buyers and advertising personnel who know a good slogan when they see one.

KMTV sells merchandise—lots of it—for hundreds of companies with famous trademarks. But no wrappers, jingles, testimonials or labels are wanted. Just good slogans!

Time is running out . . . deadline is March 15th . . . so enter now!

Here are the incentives:

GRAND PRIZE — *a week for 2 at Sun Valley*
2nd prize — *a case of imported champagne*
3rd prize — *a case of imported scotch*
4th prize — *a case of bonded whiskey*

HERE'S ALL YOU DO

Write a slogan of 4 words, each word to start with one of the station's call letters — K-M-T-V, **in any order.** Send your slogan on company letterhead to Television Center KMTV, Dept. 3, Omaha, Nebraska.

All entries become the property of KMTV. The decision of judges shall be final. In case of ties, earliest postmark and originality of presentation will determine the winner. Contest closes March 15, 1954.

GRAND PRIZE

A Week for Two at

Sun Valley IDAHO

INCLUDES:

- First class rail transportation for 2, to and from Sun Valley.
- First class accommodations for a full week for 2 at Sun Valley.
- $200 cash for meals and the use of the Sun Valley facilities.

ENJOY THESE ACTIVITIES

★ Swimming ★ Fishing
★ Golf ★ Skiing
★ Horseback riding ★ Skating
★ Dancing and evening entertainment

WINNER MAY SCHEDULE TRIP ANYTIME IN '54. 2nd, 3rd, 4th prizes will be sent immediately after judging. Cash equivalent for non-drinkers or winners in states prohibiting shipment of liquor.

TO HELP YOU WIN, two booklets have been prepared by KMTV—a special fact presentation, "The Story of TV in Omaha", and a colorful "KMTV Tour" booklet. See your Petry man, or write KMTV for your copies, today!

TELEVISION CENTER

KMTV

CHANNEL 3

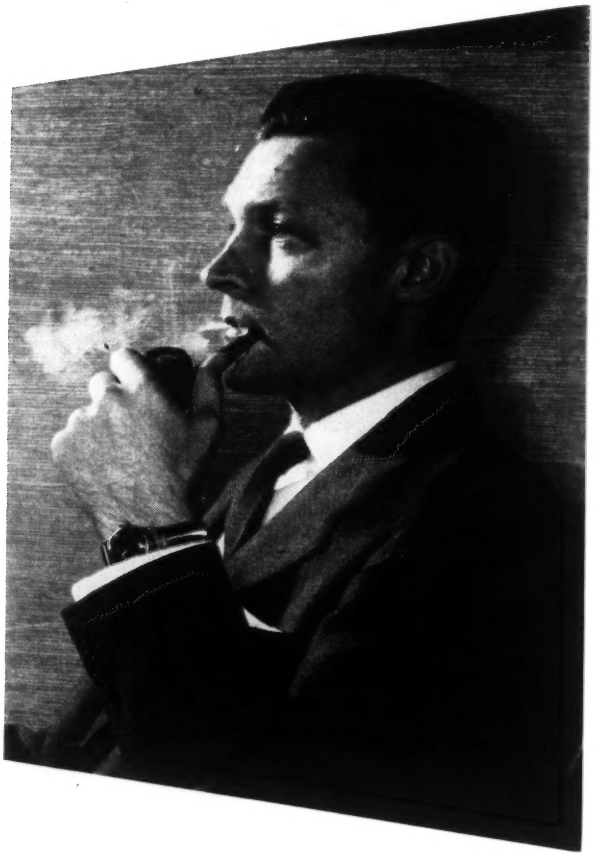
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT

OMAHA

Represented by

Edward Petry & Co., Inc.



Another Reason Why WPTF is North Carolina's Number One Salesman

Noted Newsman . . . . . Ed Kirk

When you sponsor a news program on WPTF you automatically get the services of North Carolina's top radio newsman, Ed Kirk. He's been WPTF's News Director for the past eight years, during which time he has scored many notable beats. Confidante of North Carolina's men who make the news, Kirk keeps WPTF on the inside track, newswise. Ed Kirk and the WPTF Newsroom Staff make the more than 20 daily newscasts heard on the station the finest news buys in the Carolinas. If you want more news on WPTF News, contact Free and Peters or WPTF.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

March 8, 1954 Vol. 46, No. 10

SIX STATIONS BEING SOLD FOR NEARLY $15 MILLION

Westinghouse deals for KPIX (TV) at $6 million; Time Inc. gets its third with acquisition of KLZ-AM-TV for nearly $4 million; WNEW sold for $2.1 million with Dick Buckley buying in; O'Neil's WHBQ-AM-TV bid is $1.9 million long-term lease, plus $600,000 cash.

FOUR SEPARATE sales totaling nearly $15 million were in final stages last weekend and were destined to make this March the biggest month of all time in station transfers.

Here are the transactions, each subject to usual FCC approval, following formal application for transfer of control:

(1) KPIX (TV) San Francisco (ch. 5—CBS) to be sold by Wesley I. Dumm and associates to Westinghouse Broadcasting Co. for $6 million.

(2) KLZ-AM-TV Denver (ch. 7—CBS) to Time Inc. for approximately $3,600,000 plus certain equipment commitments.

(3) WNEW New York (independent) control being sold by William S. Cherry (Cherry & Webb, Providence) to new corporation for $2,100,000. New president and general manager will be Richard D. Buckley (25%) with Horace L. Lohnes, Washington attorney, assuming 25% and Harry R. Playford, St. Petersburg banker and present stockholder, and two associates to divide equally remaining 50%.

(4) WHBQ-AM-TV Memphis (ch. 13) to be sold by Harding College, Searcy, Ark., to General Teleradio (Thomas F. O'Neil) for gross of $2,500,000, of which $1,900,000 would be in long-term leaseholds and $600,000 in cash.

In addition, several other transactions reportedly were in negotiation and in most instances involved television. These, however, had not reached the contract drafting stage.

The Westinghouse transaction, in the making for several months, originally involved acquisition of a 49% minority in the San Francisco outlet for $2,450,000 [Closed Circuit, Nov. 15, 1953]. Subsequently it was decided to deal on a 100% basis. KSFO (independent), also owned by Mr. Dumm's company, is not involved in this transaction.

Westinghouse thus is acquiring its third vhf television outlet. It is now the licensee of WBZ-TV Boston, procured by original grant, and of WPTZ (TV) Philadelphia, purchased last May from Philco Corp. for $8.5 million. Westinghouse is an applicant for vhf stations in Pittsburgh and Portland, Ore., where the company operates the pioneer KDKA and KEX, respectively.

In addition to Mr. Dumm, who holds control, other stockholders in KPIX (TV) include Philip G. Lasky, general manager, and R. C. D. Bell, assistant to the president. Negotiations have been carried on by Mr. Dumm and his counsel, James Lawrence Fly, with E. V. Huggins, vice president of Westinghouse Electric Co., Chris J. Witting, WBC president, and Joseph E. Baudino, WBC executive vice president.

Time's Third Deal

Time Inc. acquires its third broadcast property with the acquisition of KLZ-AM-TV, which was to be consummated over the last weekend. Roy Larsen, president of Time Inc., was to be in Denver on Saturday with his attorneys to complete the transaction. Whereas Time Inc. has associates in its ownership of KOB-AM-TV Albuquerque and KDYL-AM-TV Salt Lake City, it will acquire 100% of the Denver property for the under-$4 million figure.

Hugh B. Terry, president-general manager and 16% owner of the KLZ properties, suffered a slight heart seizure early this year and has been ordered by his physicians to take a month's rest. Similarly, the health of Harry E. Huffman, chairman of the board and 13%-plus stockholder, has not been robust. The two largest stockholders, J. Elroy McCaw of Seattle, and Theodore R. Gamble of Portland, Ore., both of whom are vice presidents and directors, desired to sell because of multiple ownership limitations of the FCC, since each holds substantial interests in other radio and television properties. Mr. McCaw recently acquired controlling interest of WINS, New York independent, from Crosley and is under FCC mandate to sell certain properties to bring him within limitations. Each owns approximately 20½% of the KLZ properties. Other stockholders are Frank E. Ricketson Jr., Denver motion picture exhibitor, approximately 13½%, and Herbert J. Gould of Denver, secretary, who holds less than 1%.

MR. LARSEN

MR. COY

MR. TERRY

KLZ was acquired by Aladdin Radio & Television Inc. from Oklahoma Publishing Co. (WKY-AM-TV) in early 1949 for approximately $1,000,000. Aladdin won a hard-fought battle for ch. 7 last year—the first of the post freeze competitive cases to be settled by the FCC.

It is expected that Mr. Terry will be asked to continue as president of the company but the extent of his participation in management will depend upon his health. After his planned California vacation, his doctors will determine whether he can resume management duties.

The KLZ transaction was negotiated largely by Wayne Coy, former FCC chairman, and Time Inc. broadcasting consultant. Mr. Coy owns 50% of KOB-AM-TV (NBC) with Time holding the balance. This property was purchased in 1952 for approximately $600,000. Time Inc. acquired KDYL-AM-TV (NBC) last June for $2,100,000. It owns 80% with G. Bennett Larson, president and general manager, holding the remaining 20%.

Participating with Mr. Coy in the negotiations for KLZ was Weston C. Pullen, Time Inc. business executive. W. Theodore Pierson, of Pierson & Ball, Washington attorneys, represent both Time Inc. and Aladdin, licensee of the KLZ stations.

The long rumored WNEW sale [CLOSED CIRCUIT, March 1] was consummated last Thursday after weeks of negotiations. Bernice

MR. WITTING

MR. BAUDINO

MR. DUMM

MR. LASKY

MR. CHERRY

MISS JUDIS

MR. LOHNES

MR. BUCKLEY

Judis Herbert executive vice president, who is credited with achieving for WNEW its success as the country's outstanding independent, and her husband, Ira M. Herbert, vice president in charge of sales, are disposing of their minority interests. They will remain in charge pending approval by the FCC. Moreover, it is anticipated that they will be associated with the new licensee company in executive capacities.

WNEW Sale

The transaction involves sale of WNEW Inc. to a new company—WNEW Broadcasting Co. Inc. The basic consideration is $2,100,000, arrived at by a purchase price of $275 a share for 7,000 shares, with the purchasing company assuming certain tax liabilities, commissions and attorneys' fees. The net quick assets are understood to be in excess of $500,000.

Mr. Cherry, owner of WPRO Providence, disposes of his 49.5% interest, which with minority holdings of certain of his associates, constitutes control. Mr. Cherry plans to devote his energies to the Cherry & Webb Co. and WPRO, the latter in pursuit of finalization of an FCC decision authorizing WPRO-TV on ch. 12.

Mr. Buckley, who resigned last November as president of John Blair & Co., is well known in broadcasting circles as a quarter-century veteran. Mr. Lohnes, partner in the Washington law firm of Dow, Lohnes & Albertson, in addition to becoming 25% stockholder, will serve as secretary, treasurer and director. Mr. Playford, who has been identified with WNEW ownership since the Cherry group acquired control from Arde Bulova in late 1949 for a gross in excess of $2 million, will increase his holdings to 16⅔%. Holding identical amounts are H. W. Holland, St. Petersburg attorney, and Ed C. Wright, broker and banker of St. Petersburg. Mr. Playford becomes a vice president of the new company and he, along with his St. Petersburg colleagues, will serve on the board.

Other officers are Paul A. O'Bryan, partner in the Lohnes firm, assistant secretary and director, and Melvin Stack, WNEW controller, assistant treasurer.

Mr. and Mrs. Herbert transferred their 225 shares of 6,075 shares outstanding in the transaction. Also involved was an option they held to acquire an additional 925 shares.

WHBQ in Closing Stages

The transaction involving WHBQ-AM-TV also has been in negotiation for sometime but last week reportedly was in the hands of General Teleradio Washington attorneys for final draft. Harding College announced several months ago that the properties could be bought. WHBQ, am regional, is a Mutual outlet and was acquired from Hoyt B. Wooten several years ago under the duopoly regulations for approximately $450,000. WHBQ-TV, which received the ch. 13 grant without opposition in January 1953, is affiliated on an interim basis with CBS. A remaining commercial vhf channel in Memphis—ch. 3—is in contest between WREC (Wooten), CBS am affiliate, and WMPS (Plough Inc.) ABC affiliate. Hearings in this proceeding now are in progress. WMC-WMCT (TV)—ch. 5—are NBC affiliated.

The WHBQ acquisition would give General Teleradio its fourth wholly-owned tv property and its eighth am station. General's tv stations are WOR-TV New York, WNAC-TV Boston and KHJ-TV Los Angeles. It holds a construction permit granted last October for uhf ch. 18 at Hartford as General Times Tv Corp., with *Hartford Times* holding option for 45%. The *Times* has deleted WTHT Hartford [B•T, March 1]. Am stations in the General-Yankee-Don Lee fold are, in addition to WOR, WNAC and KHJ: WEAN Providence, KFRC San Francisco and KGB San Diego. General Teleradio also owns WGTH Hartford.

Presumably, the acquisition of WHBQ-AM would necessitate the sale by General Teleradio of one of its am outlets since the FCC limitation on both am and fm is seven outlets as against five in tv. [B•T, Nov. 30, 1953].

General Teleradio reportedly is following the same lease formula in its proposed acquisition of the Memphis properties that was used in its acquisition of Don Lee several years ago. General Tire's employe's pension fund figured in that transaction.

KCOK-KVVG (TV) Sale Effected for $700,000

SALE of KCOK and KVVG (TV) Tulare, Calif., by Sheldon Anderson, for "approximately $700,000" to Los Angeles Municipal Judge Byron J. Walters and religious film producer Cordell Fray, representing a group identified as Christian Business Men, was announced last Monday, subject to FCC approval.

A new corporation is being formed and application for transfer is expected to be filed with the FCC this week. Mr. Anderson will continue as general manager of both stations under the new ownership, it was said.

Although details were not revealed, the sale transaction covers fixed assets and liabilities. Besides real estate, it includes the am-tv transmitter buildings and equipment, separate structures housing the two stations' studios and executive offices and "all real and personal property."

Mr. Anderson and his mother Mrs. Geneva Anderson last October sold 52% interest in KAFY-AM-TV Bakersfield (now KBAK-AM-TV) to the Chronicle Publishing Co., San Francisco, operators of KRON-TV that city, and two executives of the latter station [B•T, Nov. 2, 1953].

Why Are Commercials Pleasing or Annoying?

It's the taste rather than the length of the announcement, according to experts discussing that question on ABC-TV.

THE taste with which a commercial is presented is more important than its length in pleasing or annoying viewers or listeners.

That was the consensus of the regular panel of experts on ABC-TV's *Answers For Americans* program of Feb. 24—Gen. Frank L. Howley, vice chancellor of New York U.; Devin Garrity, book publisher; Prof. John K. Norton of Columbia U. Teachers College—and their guest, Frederic R. Gamble, president, American Assn. of Advertising Agencies.

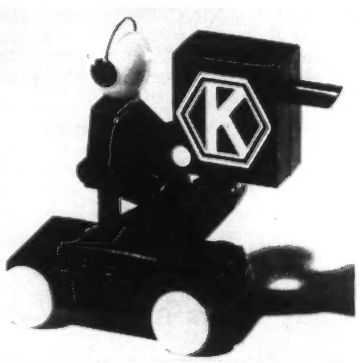
Answering a question on whether the commercial on the average radio or tv program takes up too much time, Mr. Gamble replied that the length of commercials is specified in the NARTB Code "and the code is pretty well lived up to, except perhaps by some of the new stations." Some new stations with large investments but small audiences and few advertisers "are inclined to relax a little bit—relax more than a little bit in some cases," he said. "But in time the older media show us that these things get weeded out. They are not profitable in the long run. People buy good products from good advertising."

Gen. Howley commented on the two distinct

Kraft Promotion

FIVE-inch-high, two-color, plastic model of a tv camera and cameraman—symbol used seven years by Kraft Foods Co.'s *Kraft Tv Theatre* to "sign on"—is being made available to viewers of the show (NBC-TV, Wed., 9-10 p.m. EST and ABC-TV Thurs., 9:30-10:30 p.m. EST) as a premium promotion.

The toy model tv camera—which rolls and swivels—is offered by Kraft in its promotion of Velveeta, Kraft pasteurized cheese food product, with the viewer



sending the end flap from a Velveeta package plus 50 cents.

J. Walter Thompson Co., agency for the account, said the company has received thousands of letters from viewers asking how the model might be bought or constructed. Announcements were made on the Feb. 25 and March 3 *Kraft Tv Theatres* and the company expects a peak in mail orders for the toy around the show's seventh anniversary date May 7. The company said the tv show is the first full-hour tv network show and the oldest tv network dramatic presentation.

points of view involved, that of the seller who "never gets enough time to talk about his product," and that of the listener "who is getting a good entertaining program for nothing; any talk other than the good program bothers him."

To Prof. Norton, "the nature of the pitch, who gives it and how, is much more important than the time. I can take some advertising because it's really interesting and gives you some information; you feel it's honest. But some of the other stuff . . . even 30 seconds of that is too much on an hour program for me."

Mr. Garrity suggested that advertisers "synchronize their pitch with the actual program . . . bear in mind the nature of the program, who is listening to it . . . not have this great difference between one studio presenting the program and another studio at the far end of the building suddenly interjecting this awful commercial."

Just Don't Buy

Gen. Howley remarked that the best way to combat offensive or bad advertising is not to buy the product. "And if you're energetic enough to write a note to the manufacturer and say 'I don't trust your product because I don't trust your advertising,' that's the way to cure excessive and false statements."

Mr. Gamble also urged the public to avoid buying badly or offensively advertised products and "buy the products whose advertising is good and truthful and attractive," noting that "there are plenty of such products." Only a small percentage of all advertising is distasteful, he said, "less than 5% perhaps, maybe less than 2%. The great bulk of advertising is attractive and persuasive and sound. There are plenty of good products which people can buy and that's one of the ways that people—the public generally—can help improve advertising."

C-P International Credits Advertising's Sales Role

The Colgate-Palmolive division hit $150 million in sales last year. Radio and tv carried much of the workload.

ADVERTISING, with particular emphasis on radio and television, last week was credited with playing a significant role in helping Colgate-Palmolive International Inc. sell more than $150 million worth of products in international markets in 1953 at profits exceeding $10 million.

This estimate was offered by William B. B. Fergusson, vice president in charge of advertising for CPI in New York, at a Tuesday luncheon meeting of the International Advertising Assn. He noted that 1953 records were in dramatic contrast to CPI sales in 1930 of $21 million and profits of $2.5 million.

Mr. Fergusson declared that CPI is very advertising-conscious because the company has learned that "we have to advertise to sell . . . all of our products." In this connection, he quoted the head of an advertising agency as saying:

"We agency people do not have to sell CPI on the idea of advertising. You always try to increase your advertising and number of products. That surely encourages us to give the very best advertising possible."

Mr. Fergusson reported that the total advertising appropriation for the 29 subsidiaries and branches currently exceeds total sales of $21 million in 1930 by "some millions of dollars." In Latin American countries where illiteracy is high, Mr. Fergusson added, the bulk of media money is invested in radio and television, with CPI sponsoring more than 700 radio programs each week outside the U. S.

"In some countries, we have our own producers, writers and directors," Mr. Fergusson explained. "These are in countries where we have pioneered to some extent in this medium, but now that agencies are available abroad, our policy is to work more and more closely with advertising agencies. I am happy to say that we use more than 25 agencies."

CARPETS and television was the subject as James Lees & Sons Co. began sponsoring Tuesday segment, effective last week, of the new *Home* show on 40 NBC-TV stations (11 a.m.-12 noon, five times weekly). L to r: Homer Evans, Lees director of advertising; Arlene Francis, who conducts show; Carl R. Asher, Lees advertising manager, Carpet Division; Miss Sydney Smith and Earl Morgan, D'Arcy Adv. Co. vice president and account executive, respectively. The *Home* show was inaugurated last Monday.

W&G's Gross Says Ad Ideas Can Retain 'Want' Economy

ONLY new creative advertising ideas can preserve a "want" economy and stem the shift back to a static "need" economy, Bernard J. Gross, vice president of Weiss & Geller, Chicago, said last Monday in a talk to Chicago business press representatives at the Dotted Line Club.

Mr. Gross described dynamic advertising as the best insurance against a business recession and said:

"If advertising decreases, if it cannot create real wants, customers will revert to thinking of products only in terms of need. Then we are surely on the road to recession. Only mass production for filling people's wants enables industry to produce at low cost. Mass advertising which reflects these real wants can keep production lines rolling."

Weiss & Geller, he noted, has specialized in the study of social sciences to provide insights into consumer wants.

Three More for 'Lewis'

THREE more sponsors have been signed for CBS Radio's *Robert Q. Lewis Show*, which will expand from 60 to 90 minutes each Saturday. The show will thus be completely sold out to six advertisers for a total of six quarter-hour segments.

The series, which started Jan. 2 in the 11-12 noon hour, has been sponsored by Van Camp Sea Food Co.; Mutual Benefit Health & Accident Assn., and Milner Products Co. Effective April 3, the show will be carried from 10:30 a.m. to noon and will take on the following three advertisers: Nehi Corp., Helene Curtis Industries, and Doeskin Products. Agencies for the latter three sponsors are BBDO, Gordon Best Co., and Grey Adv., respectively.

Lorillard Takes Gems' Film

P. LORILLARD CO. (Old Gold cigarettes), New York, will sponsor Screen Gems' television film production of the situation comedy, *Father Knows Best*, starring Robert Young, on a national basis next fall, William J. Halley, president of the company, announced last week. Network and time have not yet been determined. Young & Rubicam, New York, is the agency. General Artists Corp. is the national sales representative for Screen Gems.

Three Named Compton V. P.'s

THREE account executives of Compton Adv., New York, have been elected vice presidents of the agency: Donald Frost and William Stewart, who joined Compton in 1950 and 1951, respectively, and who are members of the Procter & Gamble account section; and Fred Schuster, who joined the agency in 1949 as a member of the Standard Brands account group.

SPOT—NEW BUSINESS

Crispie Potato Chips Co., Stockton, Calif., to sponsor *Gene Autry Show* on KMJ-TV Fresno, Calif., for 37 alternating weeks during a 74-week period and on KTVU (TV) Stockton for 52 alternating weeks within a 104-week period. Agency: Botsford, Constantine & Gardner.

H. H. Claussen's & Sons (bakery firm) to sponsor Guild Films Co.'s *Joe Palooka Story*, half-hour tv film series, on WRDW-TV Augusta, Ga., and WCSC-TV Charleston, WFBC-TV Greenville, and WIS-TV Columbia, S. C. Thurston Bennett of Radio Sales Inc., Augusta, handles account.

Wine Advisory Board, S. F. (California wines), in four-week campaign starting March 16 will use total of 6 live participations on Dave Garroway segment of NBC-TV *Today*. Later in the month for four weeks, live and filmed participations in daytime programs on 15 California tv stations in five markets will be added. Agency: J. Walter Thompson Co., S. F.

NETWORK—NEW BUSINESS

Liggett & Myers (Chesterfield cigarettes), N. Y., effective July 5 to sponsor a television show on CBS-TV in Monday 9-9:30 p.m. EST time, being released by Lever Brothers in its move of

Lux Theatre to NBC-TV. Format of Chesterfield program not yet worked out. Cunningham & Walsh, N. Y., is agency.

California Lemon Products Advisory Board, L. A., starts frozen lemonade promotion with participations on NBC-TV *Saturday Night Review,* summer replacement of *Your Show of Shows,* for 13 weeks from June 12. Agency: McCann-Erickson, L. A.

NETWORK—RENEWAL

Manhattan Soap Co. renews *Woman in My House* on 190 NBC Radio stations (Mon.-Fri., 4:45-5 p.m. EST) for 52 weeks, effective March 22. Agency: Scheideler, Beck & Werner, N. Y.

Beltone Hearing Aid Co., Chicago, April 18 renews for 26 weeks *Paul Harvey News* on ABC Radio (Sun., 5:15-30 p.m. CST). Agency: Olian & Bronner, Chicago.

AGENCY APPOINTMENTS

J. W. Mortell Co., Kankakee, Ill. (industrial coatings, weather stripping), appoints Ross Roy Inc., Chicago, to handle its advertising. James F. Quinn and Richard H. Jacobs will supervise account.

Agua Caliente Race Track Inc., Baja California, Mex., names Barnes Chase Co., San Diego, Calif. Radio will be used.

McGuire & Co., Oakland, Calif. (Aerosol and other packaging processes), names Helen A. Kennedy Adv., same city. **Peter Hannaford** is account executive.

Botany Mills (Women's Wear Fabric Div.), appoints Grey Adv., N. Y.

The Coming Second Age of Radio

By Lawrence Valenstein, President and Founder of Grey Adv., New York

I DON'T know whether magazines were ever presumably destined to deliver a haymaker to the newspaper as a medium of mass communications. But I do recall that radio's destiny, or so it was freely predicted at one time, was to just about take over mass communications. Then television was to win practically an exclusive in the realm of mass communications—or at least it was heralded as the successor to radio.

It has been my observation, however, that all businesses have an amazing vitality, a fabulous will to remain in existence. And time after time, industries that apparently were heading for the museums because of technological developments of new competition, have astonished everyone by their ability to battle it out with their new rivals.

This has been particularly true of new technological developments that directly or indirectly impinge on traditional techniques of communicating with the masses. In one instance after another, the public has shown a truly remarkable elasticity in its ability to absorb more and more messages, through more and more mass communications techniques.

It's my contention that radio, as a technique of mass communication, is about to prove this same astounding recuperative and staying power. Indeed, radio's second era is not really a prediction; it already has arrived.

Set Buying Quickens

The total number of radio receivers in use hit an all-time high peak at the end of 1953. Today—this very day—someone will buy a radio every 3½ seconds, and over 20 million homes have extra radio receivers.

Radio is developing a new dimension that will ultimately give radio a fascinating new advertising setup.

Too few advertisers are more than dimly aware of the change in the radio listener and his listening habits since television. And even fewer are aware this change is still in its early stages—and that, within a very few years, the radio audience will be totally different from original concepts.

We can sum up the vast change in these three pregnant sentences:

1. Less than half of the radios sold today end up in the living room!

2. Within two years, perhaps less than one-third of the radios sold will wind up in the living room.

3. And within from three to five years, perhaps less than one-third to one-half of the radio sets sold will wind up in the home!

This last potential development, which is already well on its way toward actuality, involves the coming emergence of radio as a new type of mass advertising medium—with new opportunities for alert advertisers and of course with new problems. This is the coming second era of radio.

When the radio is tuned in, in various non-living rooms at home and away from home—it is less and less apt to receive the undivided attention of the listener.

This trend toward divided attention applies basically to the entertainment itself. The man who is listening to the radio while working in his workshop; the woman who has the radio tuned in while working the electric mixer in the kitchen; the individual who tunes in a radio while driving through traffic—etc., etc.—are able to pay only partial attention to the program. But what applies to the program clearly applies also to the commercial.

For some inexplicable reason, some advertisers seem to conclude that this habit of divided attention is peculiar to radio. Actually, the magazine and newspaper reader these days is dividing his or her attention not only with a simultaneously-playing radio and even television set—but with all of the multitude of other attention-demanders in the home. Precisely the same holds true while reading a magazine or newspaper away from the home.

MR. VALENSTEIN

Consequently, all mass advertising has always had to fight for its share of a mind, eye and ear constantly being attracted elsewhere. Radio differs only in the peculiar circumstances involved.

Moreover, it is necessary to understand that the human animal has a fabulous ability to adapt himself to a new environment—and the circumstances under which radio is being increasingly used definitely involves a new environment for millions. There is no question at all that millions of our people today are able to listen quite attentively to radio against the competition of distractions that, only a few years ago, would have made any pretense of listening a complete impossibility. People who apparently aren't giving even one ear to a radio program, display an absolutely amazing ability to recall the name of the sponsor of a program that has had to compete with a ping-pong game, the noise of a home workshop, and traffic hazards. And they recall, too, the pop tune they've just heard, who sang it—and a snatch of the commercial. Maybe twentieth century living has given them a third ear! And this, too, is what we mean when we refer to the coming second era of radio.

Consequently, we do not view with dismay the prospect that new technical developments in radio receivers—plus continuation of the current trend toward putting radio receivers in "distraction locations" — will combine to step up the "distraction factor" with respect to radio. Instead, we consider that this whole trend simply represents a slightly new variation of the competition for attention that is the perpetual role of the advertiser—and we conclude that it is the problem of agency and advertiser to develop techniques that will effectively cope with whatever may be actually (not theoretically) new in the evolving situation.

The new technical developments to which we refer include:

1. The development of the "pocket" radio—already well launched.

2. The coming development of the wrist-watch radio—and the whole miniaturization trend.

There is every reason to believe that, in a very few years, millions upon millions of people will be carrying radio reception with them wherever they go and for the major part of their waking hours. Radio is destined to become the constant companion of our masses.

Need For Re-Thinking

In any event, this coming omnipresent factor for radio will necessitate not only a re-evaluation of radio itself as an advertising medium—but it will also compel rethinking with regard to programming and to the commercial.

It seems to us that with radio now attracting its audience at all hours, in all sorts of locations—and with this situation promising to become even more commonplace as the pocket and wrist-watch radio develop into mass sellers—the smart thing to do is to study this remarkable new advertising medium (because that is precisely what radio is becoming) and to develop new techniques for commercials, as well as for programming, that are effectively suitable.

We anticipate a day when there will be even more radio listeners away from home than in the home! And we believe that the advertiser must learn how most effectively to plan programs and commercials for this away-from-home radio listener, while simultaneously reaching most effectively the away-from-the-living-room but in-the-home audience.

So we suggest—take a new look at radio, because radio, itself, is rapidly developing a fascinating new look.

'53 CBS-TV FILM SALES DOUBLED '52; EXPANSION PLANS FOR '54 ANNOUNCED

Early plans under newly-appointed Leslie Harris, vice president and unit general manager, include a survey among stations to better determine film needs and implementation of steps to meet them.

A 300% INCREASE in gross sales for CBS-TV Film Sales in the first quarter of 1954 over the corresponding period of 1953 was reported last week as the unit announced plans for expansion of the organization and acquisition of new products.

The stepping-up of activity was said to reflect not only the business upsurge during the first months of this year but its growth during 1953 when CBS-TV Film Sales billings were reported as twice those of 1952. A significant move in the planned general expansion was the appointment of Leslie Harris to the newly-created post of vice president and general manager of the unit [B•T, March 1].

Under its plans for releasing new productions in 1954, CBS-TV Film Sales has taken over distribution of a series titled *Varsity, U. S. A.* This is a filmed version of annual varsity shows performed in American colleges and universities, such as the Princeton Triangle Show, the U. of Pennsylvania "Mask & Wig," and Harvard U. "Hasty Pudding." The unit recently announced the availability of *Eye on The World*, a weekly news program produced by CBS-TV, and of the CBS-TV Newsfilm service, comprising 12 minutes of news coverage which is shipped to stations on Monday-through-Friday basis.

Other Properties

Other CBS-TV Film Sales properties are *Gene Autry Show, Annie Oakley, Amos 'n' Andy, The Range Rider, Art Linkletter and The Kids, The Files of Jeffrey Jones, The Cases of Eddie Drake, Hollywood on The Line*, and *Strange Adventure*.

Heading the sales operation is Wilbur S. Edwards, general sales manager, with headquarters in New York. Various offices are headed by Roy Marks, Boston; George U. Lyons, Detroit; Jack Wiedmer, St. Louis; Carter Ringlap, Dallas; Tom Moore, Los Angeles; Glenn Ticer, San Francisco; Richard Buch, Atlanta, and William Perkinson, Chicago. Unit properties also are distributed in Canada through S. W. Caldwell Ltd. and in Italy through Radio Televisione Italiana in Rome.

CBS-TV Film Sales also has initiated steps to expand its activities in publicity, promotion and merchandising with an enlarged sales promotion department under Fred Mahlstedt, director of operations and productions.

CBS-TV Film Sales will hold a three-day clinic in New York, beginning April 5.

FIRST local contract for WTRI (TV) Schenectady, which went on the air Feb. 28, was for sponsorship of the Liberace film series for 39 weeks by the National Saving Bank of Albany. The contract signers are (l to r) Raymond Brown Jr., WTRI sales manager; Harry W. Albright, bank president, and Dave Fris, Dave Fris Agency, Albany, who handles the account.

TPA, Others Sued By Actor Ireland

ACTOR John Ireland, who was dropped from the title role of the new *Ellery Queen* tv film series, last Tuesday filed a $1,756,000 suit in Los Angeles Superior Court, charging breach of contract and slander against five individuals and four firms.

Defendants are Television Programs of America, Norvin Productions, two "Doe" corporations, two "John Doe" individuals, TPA President Milton Gordon and Vice President Ickey Silliman, and Leon Fromkess, executive producer and stockholder in TPA and Norvin Productions.

Mr. Ireland, who said he was under contract to portray the title role in at least 32 *Ellery Queen* films for $1,500 each plus residuals, claims that early last month he was discharged "without cause or excuse." He later learned, according to the complaint, that the defendants, in the presence of others, slandered him as "politically unacceptable" to advertising agencies and prospective sponsors, with Young & Rubicam mentioned specifically.

Claiming such allegations are "false and defamatory in the extreme," Mr. Ireland said he is "not now and never has been a member of the Communist Party or any such organization," and that Y&R furthermore never had said Mr. Ireland was "unacceptable" to the agency.

Mr. Ireland asked $256,000 for breach of contract and $1,500,000 on the slander complaint, which specifies $1 million punitive and $500,000 actual damages.

Mr. Fromkess, in a statement Wednesday for Norvin Productions, declared negotiations for Mr. Ireland to star in *Ellery Queen* had not been concluded and that no derogatory remarks about the actor were made to or about him.

"We had ascertained that Ireland, contrary to his representations to us, recently entered into an agreement with a nationally-known tobacco company, endorsing its product," Mr. Fromkess continued, "thereby making it impossible to sell any tv program on which he might appear to competitive tobacco concerns."

Vitapix Appoints Boynton, Names Holtz in Northwest

STANLEY G. BOYNTON & Assoc., Detroit, has been appointed sales representative for the Vitapix Corp. on Detroit regional accounts and on a number of national accounts, it was announced last week by Frank E. Mullen, president of Vitapix.

Under the new affiliation with Vitapix, the Boynton organization will devote itself exclusively to sales representation for the film sales and distribution corporation. The Boynton offices will be maintained at 159 Piece St., Birmingham, Mich.

Vitapix also announced that Merriam H. Holtz had been named sales representative for the Northwest and Alaska. Mr. Holtz previously was general sales manager of Films Inc. and also has been Northwest representative for M-G-M, Columbia Pictures and Walt Disney. In his new capacity, he will maintain headquarters at 611 North Tillamook St., Portland, Ore.

Cinema-Vue Formed To Distribute Tv Film

ESTABLISHMENT of Cinema-Vue Corp. as a tv film distribution company was announced last week by Joseph Smith, president. Headquarters will be at 1 East 54th St., New York 22, N. Y.

Among the programs Cinema-Vue will handle, Mr. Smith said, will be properties originated and produced by TransAmerican Broadcasting & Television Corp., packager of radio and television shows since 1936. Among the shows produced are *The Greatest Story Ever Told, Life Can Be Beautiful*, and *The Plainclothes Man*. Mr. Smith revealed that these shows, as well as more than 20 other TransAmerican properties, currently are being considered for conversion to tv films.

Mr. Smith said he has formed a partnership with John L. Clark, president of TransAmerican, and C. Peter Jaeger, formerly vice president in charge of sales for ABC, for the production of additional series. He said he also is negotiating with interests in Denmark for the production of a half-hour symphony series featuring the Royal Danish Philharmonic orchestra.

Until recently, Mr. Smith was vice president and general manager of Tele-Pictures Inc., distributor of feature films to television.

Frank Smith is vice president of Cinema-Vue. He formerly was eastern division manager of Tele-Pictures. Also with Cinema-Vue is Harry M. Pimstein, attorney and formerly vice president of RKO Radio Pictures.

ABC Film Syndication Adds 'Playhouse,' 'Kaleidoscope'

NUMBER of properties available for syndication through ABC Film Syndication was raised to three last week with announcement of acquisition of 26 more half-hour shows from the current *Schlitz Playhouse of Stars* series and of 104 quarter-hours of the *Kaleidoscope* programs, featuring John Kieran. The unit also distributes 98 half-hours of *Racket Squad*.

In announcing the new properties, George T. Shupert, vice president of ABC Film Syndication, noted that the decision to purchase the programs was made because each offered longevity of programming with which advertising continuity can be established. He said that because of the large number of programs available in each series, sponsors will know in advance that they will be able to conduct a sustained advertising campaign.

Mr. Shupert said that *Kaleidoscope*, which embraces nature and science, will be offered to stations and advertisers on a library basis for unlimited use during specified periods of time. The new *Schlitz Playhouse of Stars* shows will be added to the 26 which already have been syndicated by ABC under the title of *The Playhouse*. Mr. Shupert added, raising total number of episodes to 52.

FILM'S VALUE TO NEW STARTERS CITED IN REPORT ON NBC FILM DIV. FIRST YEAR

Vice President Carl Stanton recounts the sales growth in 1953 as he points to value of syndicated film to advertisers on all levels.

NBC Film Division marked its first anniversary last Wednesday, with the first year of operation described by Carl M. Stanton, NBC vice president in charge of the division, as one of "rapid, though carefully controlled, growth."

"This growth is measured in terms of new personnel, added film properties and vastly increased sales," Mr. Stanton said. "This year, however, will be even more important for the syndicated film business than was 1953. From the pattern established last year, it can be predicted that new television stations, as they come on the air, will look to the syndicators for much of their local programming. Many more local advertisers will avail themselves of the syndicated film as a stream-lined, high quality, inexpensive selling vehicle."

Syndicated film, Mr. Stanton continued, will be used by regional and multiple-market advertisers to "concentrate their advertising dollars where their sales are made," and by national advertisers to "supplement their basic network television coverage."

During the past year, he said, more than 1,100 sales of division properties were made in markets ranging in size from Panama City, Fla. (2,000 tv homes) to New York (3,175,000 tv homes). Mr. Stanton noted that advertisers range from major oil companies and large breweries to local furniture and appliance dealers, banks, jewelers, dairies, and many other business enterprises.

Sales to 100 Markets

Four division properties, according to Mr. Stanton, have been sold in more than 100 markets. They are *Dangerous Assignment*, 154; hour-long *Hopalong Cassidy* films, 143; *Badge 714*, 140, and *Paragon Playhouse*, 125. Five other programs, Mr. Stanton said, are approaching the 100-city mark. Other properties offered by the division include *Victory at Sea, The Visitor, The Life of Riley* (in markets not covered by the network sponsor), *Inner Sanctum, The Lilli Palmer Show, Watch the World*, 26 feature films, and a daily and weekly news-film program.

Mr. Stanton maintained that the Division's campaign on behalf of re-running "good" tv film series has benefited the entire industry, pointing out that the re-run makes possible "the local showing at a local cost of programs of high quality." He cited research data which, he said, showed that a re-run reaches a larger audience than the original showing, and can boost a station's rating for a given time period from 10 to 25 points.

Another area of expansion within the division during the past year, Mr. Stanton noted, was the shipping and library services. The New York and Hollywood film exchanges originally serviced 76 stations with syndicated programs, network film shows and kinescopes, Mr. Stanton added, but now service 285 stations with 2,000 prints, covering 4,000 actual play dates. The film library was described by Mr. Stanton as having the "largest collection of stock footage photographed especially for television." He said the library stores more than 20 million feet of cross-indexed film augmented monthly by a quarter million feet.

Airline Tv Props

AMERICAN AIRLINES has available to television producers a new $10,000 mock-up of the interior and exterior of modern airliners. The interior mock-up is said to be seven and one-half feet high and may be used in a 36-by-16-foot space, while the exterior has a boarding ramp of eight steps with a platform at the top. A spokesman said the mock-up completes American Airline's stock of tv props, which includes a ticket office, airport equipment, rear projection slides of airport scenes and a file of film clips of aircraft on the ground and in flight. The mock-up, which is available for appropriate credit, may be obtained at present in the New York area only through American Airlines Public Relations, Radio and Television Dept., 100 Park Ave., New York 17, N.Y.

Movie Film Backers Want Tv Rights Clear

ON THE basis that tv rights are added protection in the event loans aren't paid off through theatrical exhibition, investment companies are showing a reluctance to finance the making of motion pictures unless the independent producer can clear eventual video exhibition rights.

Although the Screen Actors Guild contract with producers calls for added payment to actors when the film is released to tv, that agreement, it was said, is not binding as far as the motion picture's financial backers are concerned if a foreclosure is made on the chattel mortgage and on take-over, it is sold to video.

Newest controversy over tv rights was revealed last Monday when Hecht-Lancaster Productions (independent movie producers), announced that because of inability to agree with Universal-International on that particular clause in a loanout agreement, Denise Darcel will replace Mari Blanchard (under contract to U-I) as feminine star with Gary Cooper and Burt Lancaster in "Vera Cruz," a United Artists feature release.

"U-I refused to grant us tv rights which it has in its contract with the artist," Harold Hecht said in a brief statement. "We think this is particularly unfortunate in the case of Miss Blanchard, who, we felt, had every opportunity to reach top star status in 'Vera Cruz.' While we have no intention of selling tv rights to this picture or any of our films in the foreseeable future, still the lack of these rights makes recasting our only alternative."

RKO-Pathe to Expand Production for Television

PLANS for a stepped-up program of production for television at RKO-Pathe, New York, were announced last week by Jay Bonafield, executive vice president and producer, with initial activity scheduled in commercials and industrial films.

Mr. Bonafield added that future plans encompass production of other television programs but said it has not been decided whether they will be feature-length films, serials or dramatic shows.

As part of the expansion plans, Sid Kramer, general manager of short subjects, RKO-Radio Pictures Corp., has taken on the additional duties of general sales manager for RKO-Pathe, and Alan Hartman has joined the organization as assistant general sales manager. Mr. Hartman formerly was an account executive for United Television Programs, Ziv Radio, and the Headley-Reed representation company.

In the past RKO-Pathe has produced tv filmed commercials and other programs on request, but under present plans, the company will launch its own production.

NBC Signs With Thomas For Film of World Tour

NBC announced last week it had signed a contract with Lowell Thomas Jr. for tv use of color film being shot by Mr. Thomas during his current trip around the world. Mr. Thomas started his flying journey, accompanied by his wife, on Feb. 20.

Film footage of his trip will be airmailed back to the network's headquarters in New York and will be shown on such shows as *Today* (Mon.-Fri., 7-9 a.m. EST and CST); *Camel News Caravan* (Mon.-Fri., 7:45-8 p.m. EST); *Esso Reporter* (WNBT [TV] New York, Mon.-Fri., 6:45-7 p.m. EST) and *Home* (Mon.-Fri., 11 a.m.-12 noon EST).

The journey, which is expected to exceed 29,000 miles, will include stops in Jerusalem, Iran, Afghanistan, Pakistan, India, Nepal, Burma, Thailand and Cambodia.

FILM SALES

Vitapix Corp., N. Y., has sold *Vitapix Feature Theatre* to KBOI (TV) Boise, Idaho; KPRC (TV) Houston, Tex.; KMID-TV Midland, Tex.; WKY-TV Oklahoma City; KSL-TV Salt Lake City; WCOC-TV Meridian, Miss., and WJTV (TV) Jackson, Miss.; *Vitapix Championship Wrestling From Hollywood* to KLIX (TV) and KBOI (TV) Boise, WCOC-TV, KSL-TV and WLBT (TV) Jackson, Miss., and Johnny Mack Brown Western series to WKNB-TV Hartford, WNBF-TV Binghamton, N. Y., WDSU-TV New Orleans, KGUL-TV Galveston.

CBS-TV Film Sales has sold the following shows to WAIM-TV Anderson, S. C.: *Gene Autry Show, Amos 'n' Andy, Strange Adventure, Files of Jeffrey Jones, Holiday in Paris, Hollywood on the Line, Cases of Eddie Drake, Art Linkletter and the Kids and Range Rider.*

Sales of syndicated film properties to 12 tv stations has been announced by **Kling Studios,** Chicago. Firm's Syndicated Film Division reported sales of *All-American Wrestling* to WDAF-TV Kansas City and WDTV (TV) Pittsburgh, and *Boxing from Rainbo* to following: KOAT-TV Albuquerque, N. M.; KXLF-TV Butte, Mont.; KOPO-TV Tucson, Ariz.; WOKY-TV Milwaukee; KMO-TV Tacoma, Wash.; KSWO-TV Lawton, Okla.; WREX-TV Rockford, Ill.; KCEN (TV) Temple, Texas; WACH (TV) Newport News, Va., and KULA-TV Honolulu.

KGO-TV San Francisco has signed a one-year, unlimited-run rights contract with **Louis Weiss & Co.,** Los Angeles, which covers 14 western features.

CBS-TV Film Sales announced that WWTV

WHO Farm Director HERB PLAMBECK Receives Top Farm Award!

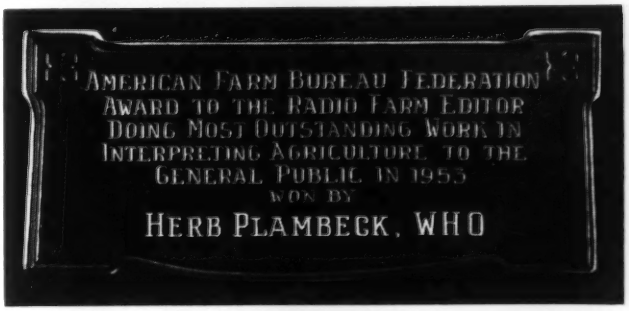
The American Farm Bureau Federation award is given annually to the radio Farm Director who has done the most outstanding work in interpreting agriculture to the American public. It is the "Pulitzer Prize" of its field — is the greatest honor that can come to a radio farm director.

Last November 30, the Farm Bureau Federation award was made to Herb Plambeck of WHO, for the year ending October 31, 1953.

In the year covered, Herb Plambeck was responsible for nearly 1000 specialized WHO farm news and service broadcasts, of which three series were presented especially to interpret agriculture to the American public — "Meet the Farmers", "Evening Farm Round-Up", and "Agriculture, U.S.A." (which is produced by the Clear Channel Broadcasting Service in Washington, D. C.).

Also during this period, Herb delivered 75 in-person addresses, to audiences totaling 129,380 people. His Department appealed to listeners for money for Holland flood victims—and collected more than the other 22 stations working on the campaign, combined. He headed a friendship tour to South America. He represented the United States at the World Plowing Match in Canada. He represented the National Association of Television and Radio Farm Directors (NAT*RFD*) at a 1953 seminar for foreign radio men and women. The Department produced special farm broadcasts throughout the year, for Voice of America transmission throughout the world.

Herb Plambeck's Farm Department is one of the many reasons why Station WHO is listened-to-most in Iowa, by people on farms, in towns and in cities alike. *Ask Free & Peters, Inc. for all the facts.*


AMERICAN FARM BUREAU FEDERATION
AWARD TO THE RADIO FARM EDITOR
DOING MOST OUTSTANDING WORK IN
INTERPRETING AGRICULTURE TO THE
GENERAL PUBLIC IN 1953
WON BY
HERB PLAMBECK, WHO

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

(TV) Cadillac, Mich., has signed for seven of unit's tv filmed shows. They are *Gene Autry Show, Amos 'n' Andy, Strange Adventure, Files of Jeffrey Jones, Art Linkletter and the Kids, Range Rider Tv Series* and *Crown Theatre.*

FILM PRODUCTION

Bing Crosby Enterprises, Culver City, has taken over filming *Where Were You?,* 39 half-hour tv programs for which **Ken Murray** is producer and m.c. With 12 films completed, **BCE** has started production on the remaining 27. Format combines comedy vignettes, news, quiz, guest interviews and historical material with a news-documentary slant. **Ralph Staub,** formerly associated with Columbia Pictures is director.

Animated Productions Inc., N. Y., has been retained by Gray & Rogers Adv., Phila., to produce 10 filmed commercials for Tasty Baking Co., Phila. (Tastykake).

Colonel Productions, N. Y., will produce half-hour live television series this spring titled *Chez Denise,* starring actress **Denise Darcel.** Production company consists of **Wilbur Stark, Jerry Layton** and **George Scrimshaw.**

Kling Studios Inc., Chicago, reports production of tv commercials for the following companies: Standard Oil Co. of Indiana, six spots, through McCann-Erickson, Chicago; Wrigley Chewing Gum Co., two spots, Arthur Meyerhoff Co.; Redi-Starch, one spot, Kastor Agency; Speedy Wall Cleaner (Dover Products), two spots, direct; Meister Brau beer, two spots, direct; Enterprise Paint Co., eight spots, direct; Stewart-Hall Corp., three spots, direct; National Society for Crippled Children, one spot, direct.

APB Corp., Hollywood, has been formed to produce *Deadline* tv film series, starring actor **John Payne** and based on stories by **W. R. Burnett,** author of "Little Caesar" and many screenplays. Pilot film goes before the cameras March 15 at General Service Studios, with **Al Simon** supervising production for **McCadden Corp.,** which will handle the filming. Associated with Messrs. Payne and Burnett in APB is motion picture producer **Stephen Ames,** who will serve as executive producer. **Phil Karlson** is director.

CM Television Inc., Hollywood, has been newly formed by producer **Jack Chertok** to produce and film an additional 52 programs for **General Mills'** ABC-TV *Lone Ranger* series. Production is scheduled to start next month at **General Service Studios.** Agency: **Dancer-Fitzgerald-Sample Inc.**

RANDOM SHOTS

Clark H. Getts Inc., N. Y., program production firm, reports it has completed arrangements with U. S. Customs Service for use of its files in preparation of a tv film series, *International Agent,* to be offered this summer.

Ralph McCutcheon, Van Nuys, Calif., trainer of horses for motion pictures and tv, has acquired tv and film rights to "Justin Morgan Had a Horse," book based on the history of the Morgan horse, from author **Marguerite Henry.** A tv film series, geared to appeal to all ages, is planned by **Mr. McCutcheon, Russell Wade** and **Harry Reid,** who have been given full cooperation of the Morgan Horse Farm, Waybridge, Vt.

Atlas Film Corp., Oak Park, Ill., names **Roland Barrett** consultant in Washington office of that film production firm. Mr. Barrett was formerly a colonel in U. S. Signal Corps., and deputy chief of Army Pictorial Service Div. He will be located at 913 Warner Building. Telephone is Republic 7-2203.

Stuart Reynolds Productions, Hollywood, tv film production company, has established new executive offices and sound stages in the Kling Studios at Sunset and La Brea.

Sarra Inc. announces opening of a new sound stage in Chicago designed for production of tv films and sound motion pictures. New stage supplements other production facilities and is housed in Sarra's three-story building at 16 E. Ontario St. Stage comprises floor area of about 3,000 square feet and provides ample room for every type of set, company claims.

ROACH EXPLAINS 'MAGAZINE' TV FORMAT

NEW format for sale of tv film programs, similar to magazine space sales, was presented by Hal Roach Sr., pioneer motion picture and tv producer, to the Los Angeles Advertising Club last Tuesday.

MR. ROACH

The new format should appeal to seasonal, regional and intermittent advertisers "who cannot afford a good tv show and are not interested in a poor one," he said. They would be able to buy "an inch" of a Roach tv presentation rather than a "full page."

Roach tv film productions, one-hour programs divided into four or five segments unrelated in story line, but containing the same actors or m.c.s, are not available to single sponsors, Mr. Roach said. They are sold individually at a cost-per-thousand not more than magazine or newspaper circulation, he added. "If anything, the tv 'page' will be a little cheaper and the impact more potent as a selling aid."

Over $750 million annually is waiting to get on the tv medium, Mr. Roach said, quoting a survey by an undisclosed publishing firm. This consists of $5 million spent weekly by magazine advertisers, excluding liquor clients, plus over $10 million spent weekly by local advertisers, not currently on tv. In addition, if the present ratio of 2¼% of business income continues to go to advertising, as Dept. of Commerce figures indicate, another billion dollars should be available to tv shortly.

Turning to production, he said, "By making short shows using good writers and top performers, you can still compete with a motion picture, although the motion picture costs many times more." However, he added, "I believe the larger motion picture studios must eventually see the light (about tv production) or they will become no larger than legitimate theatre producers are today."

"If the costs of stars can be divided between pictures and television, both will benefit," Mr. Roach concluded, observing there have never been enough genuine stars in any branch of the amusement business.

He flatly predicted a 50% increase in tv film production in Hollywood.

Mr. Roach took a swipe at tv commercials, especially overlong ones: "Television would improve greatly if the commercials were shorter and better."

LEWIS SEES RECORD ACS RADIO-TV DRIVE

More than 500 radio and 250 tv kits are ready for the drive starting April 1 on behalf of the cancer fight, K&E's William Lewis, radio-tv committee chairman for ACS, says.

THE outstanding support the broadcasting industry has given American Cancer Society in past years gives every promise of being surpassed during the April 1954 campaign, William B. Lewis, president of Kenyon & Eckhardt and chairman of the radio and television steering committee for the campaign, said last week.

With nearly a month to go before the campaign gets underway April 1, regional ACS organizations in charge of operations in their areas, by whom material will be distributed to radio and tv stations, have ordered more than 500 complete radio and more than 250 complete tv kits containing a variety of programs and announcements for use in the fight against cancer.

"We confidently expect that during April there will not be a day that everyone in the nation will not see or hear at least one 'fight cancer' message on his tv or radio set," Mr. Lewis said.

Included in Kit

The radio kit includes a massive script book, containing 95 scripts divided into 18 kinds of programs, ranging from announcements for disc jockeys and home economists to full-length scripts for doctors and health officers. Recorded material for radio station use includes announcements of 20 seconds and one minute by personalities of entertainment, sports and business, all-star musical and variety shows and a sports show starring Babe Didrikson Zaharias, whose fight against cancer was as dramatic and as triumphant as any contest of her long career in sports.

Mrs. Zaharias and other stars also are available to tv station on one-minute and 20-second films. Slides, flip cards, posters and other visual material also are available to tv stations. Information about cancer and the three-fold ACS program of research, education and treatment and suggestions for station-created programs also are provided in both radio and tv.

On the network level, the committee is working with producers, sponsors and agency executives to get the cancer theme included in as many network shows as possible. The committee is hopeful of beating last year's record of more than 750 network cancer messages, divided just about equally between radio and tv. The Advertising Council is this year including the ACS campaign in its *Radio-Tv*

Blood Drive Support

TO STIMULATE blood donations for civilian use, the Advertising Council has launched a nationwide advertising campaign on behalf of the National Blood Program. Volunteer agency in charge of preparing radio-television and magazine advertising is Cunningham & Walsh, New York. Materials, which soon will be released, include radio announcements and program material for local stations and two television kits containing films, art, spot announcements and fact sheets.

RCA OFFERS TO MODIFY EXISTING RCA TV TRANSMITTERS FOR COLOR AT NO EXTRA COST TO STATIONS

Every RCA Television Transmitter and Transmitter Antenna in use today was designed with color requirements in mind! However, some of the standards (as finally adopted) require closer tolerances than originally contemplated.

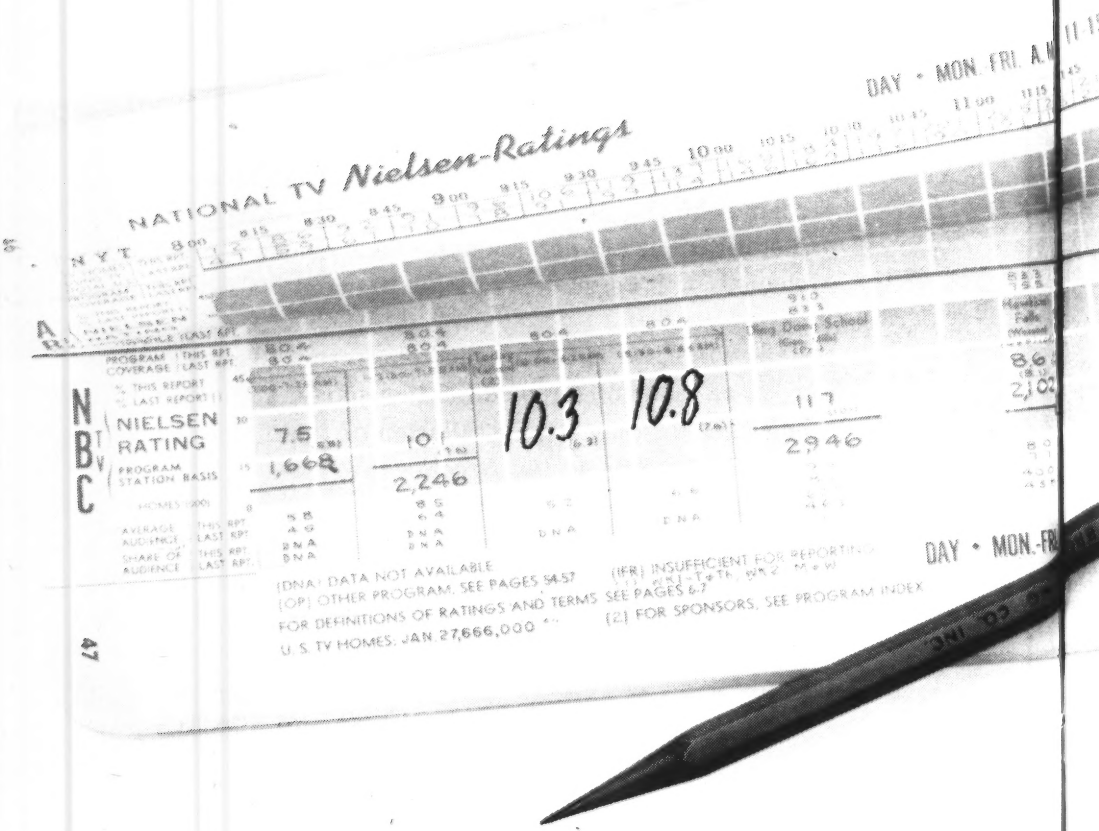
RCA has carefully tested every one of its Transmitter models for color performance and has determined exactly what transmitter modifications are necessary for each model. Information on these changes will be made available to every RCA transmitter owner.

RCA will furnish, at the time color terminal equipment is installed, a kit of transmitter modification parts, and will also provide an engineer to supervise installation of these modification parts—*at no extra charge to the Broadcaster!**

This will assure you of optimum color operation of your RCA Transmitter and Antenna. Moreover, once adjustments for color operation are completed—your transmitter will be in particularly good adjustment for monochrome.

*Details of the plan, for owners of RCA Television Transmitters, may be obtained from RCA Sales Offices or from the Broadcast Marketing Department, Camden, N. J.

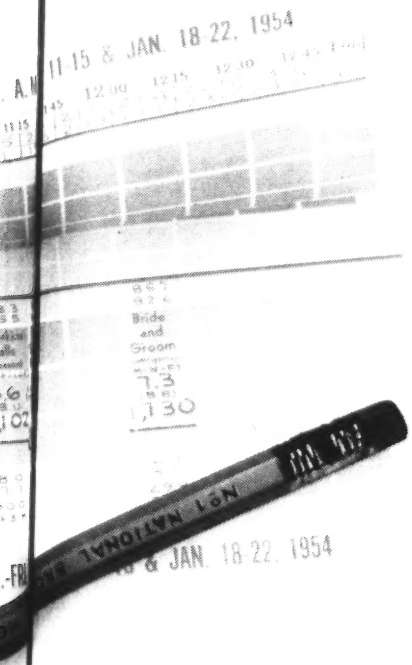
RADIO CORPORATION OF AMERICA
Engineering Products Division
Camden, N. J.



Kindly pencil these

"Today" ratings in your

Nielsen pocket piece



You see, in the Nielsen pocket piece (Jan. 10-23) TODAY's first hour is rated 7.5 and 10.1. But the second hour's ratings were left out.* So here they are: *10.3* for the 8:00-8:30 segment, and *10.8* for the 8:30-9:00 portion.

The point is that the average rating—9.7—is the highest to date on TODAY. It is, in fact, 15% more than any previous two-hour rating average. It means that the average number of homes reached by TODAY now is 2,152,000 and that the cost per thousand is only $1.97† . . . *the lowest cost per thousand homes in daytime television.*

TODAY, a sensible television buy from the day it started, is now a bigger bargain than ever. And it's priced within reach of virtually every national advertiser. And remember TODAY merchandises your product to the hilt. Reserve a place on TODAY for your product. Just call your NBC representative.

NBC **TELEVISION**
a service of Radio Corporation of America

* With customary efficiency Nielsen rushed out a supplement containing the missing ratings.

† NBC computation.

Bulletin, proposing that advertisers give time to this cause over and above their regular allocations.

The ACS radio and tv steering committee includes, in addition to Chairman Lewis: S. M. Adler, William Morris Agency; Louis G. Cowan, Louis G. Cowan Inc.; Richard Dana, Young & Rubicam; Bruce Robertson, B•T; Charles Vanda, WCAU-TV Philadelphia.

Humanitarian Honor Accorded Sarnoff by Philadelphia Group

GENERAL DAVID SARNOFF, chairman of the board of RCA and NBC, accepted the 1954 humanitarian award of the Golden Slipper Square Club in Philadelphia last week and made a plea for unity and brotherhood among all people.

He praised the activities of the Golden Slipper Square Club as contributing to America's concepts of freedom, good citizenship, neighborliness, tolerance and fair play. At the same time, Gen. Sarnoff continued the world recently has acquired "immense new knowledge and developed new means that can destroy civilization . . . unless we learn how to harness these new powers for useful and benificent purposes." He declared:

"The electron and the atom can be made wonder-working allies, rather than death-dealing enemies of man. They hold incalculable treasures of peace and civilization which we shall squander unless we succeed, in due time, to make them instruments of God rather than the devil."

Networks, Stations Pledge Girl Scout Week Support

RADIO and television networks and stations have pledged all-out support to Girl Scouts Week, which started yesterday (Sunday), with the major appeal centered on the need for adult volunteers to fill the demands of the organization.

Network support includes the traditional Girl Scouts birthday broadcast on NBC Radio last Saturday from 1:30-2 p.m. EST; *Marge and Jeff* and *Life With Elizabeth* programs on DuMont that will put Girl Scouts into the scripts, and *Lighted Windows*, a story of girl scouting, presented last Friday over ABC-TV, 10-10:30 p.m. EST. Among the network shows that will carry spot announcements for the Girl Scouts are *Betty Crocker, Amos 'n' Andy, Voice of Firestone, Fibber McGee and Molly, Super Circus, Mr. Peepers, Toast of the Town, Godfrey Talent Scouts, Howdy Doody* and *Kate Smith*.

A new one-minute spot-on-film and a variety of slides and telops have been made available to network and local stations throughout the country.

WCCO-TV Telethons for CP

ATTRACTIONS of Minnesota's first celebrity parade for cerebral palsy over WCCO-TV Minneapolis March 6-7 were singing star Ginny Simms and Warren Hull of *Strike it Rich*. Funds raised from the 15½ hour telethon will be used by the United Cerebral Palsy of Minnesota for assisting the afflicted of the state.

WKBZ Finds Nurses

CALL for off-duty nurses was broadcast by WKBZ Muskegon, Mich., after a truck had backed into and broken a chlorine line flowing into a paper plant, overcoming more than 40 workers with gas. Within a half-hour 50 nurses had offered their services.

ADVERTISERS TOP $1 BILLION IN 1953 FOR NETWORKS, MAGAZINES, SUPPLEMENTS

Network tv has the largest gain with a $46.3 million increase over the preceding year, according to 'National Advertising Investments' tabulations. Network radio showed a drop of $3 million for year.

ADVERTISERS last year spent more than $1 billion for time on the nationwide radio and tv networks and space in magazines and Sunday newspaper supplements, according to the sixth annual edition of *National Advertising Investments*, to be released about March 15. Volume, published by Leading National Advertisers, shows, by company and product, advertising expenditures in 1953 for each medium for all companies spending $25,000 or more.

Four-medium total for the year was $1,062,549,992, up 11.07% over the 1952 total of $959,464,114. Network tv showed the largest gain, its 1953 billings of $227.6 million including an increase of $46.3 million over the 1952 total. Magazines gained $46.3 million for a 1953 total of $600.1 million; Sunday newspaper supplements were up $12.9 million for a total of $74.3 million; network radio was down $3 million, with total billings of $160.5 million.

THE LEADING NATIONAL ADVERTISERS

A ranking of 100 companies by total advertising expenditures in Magazines, Newspaper Sections, Network Radio & Television for 1953.

All statistics are from 1953 PIB Reports

Company	Total Expenditures	MAGAZINES General	MAGAZINES Farm	MAGAZINES Total	Newspaper Sections	Network Radio	Network Television
Procter & Gamble	37,522,507	6,386,478	500,697	6,887,175	1,503,340	14,341,931	14,790,061
General Motors	30,383,839	16,697,808	1,775,735	18,473,543	1,451,155	2,591,513	7,867,628
Colgate-Palmolive	26,234,679	4,765,826	139,117	4,904,943	4,560,570	5,614,721	11,154,445
General Foods	23,263,148	7,506,004	561,636	8,067,640	1,930,616	6,790,739	6,474,153
Lever Brothers	19,157,473	3,435,268	82,800	3,518,068	5,046,065	4,999,197	5,594,143
American Tobacco	15,767,207	4,282,163	147,600	4,429,763	1,610,216	2,437,267	7,289,961
R. J. Reynolds Tobacco	15,608,275	2,476,616	344,260	2,820,876	477,785	3,256,276	9,053,338
General Electric	15,267,241	8,340,237	547,750	8,887,987	175,105	1,560,495	4,643,654
General Mills	14,868,092	3,535,823	206,141	3,741,964	950,700	4,627,955	5,547,473
Gillette	13,785,167	635,212	57,100	692,312	685,233	5,803,114	6,604,508
Chrysler	13,063,183	7,350,013	577,628	7,927,641	1,223,745	905,005	3,006,792
Liggett & Myers	12,389,843	1,806,585	....	1,806,585	....	4,374,014	6,209,244
Ford Motor	12,261,603	5,967,592	389,428	6,357,020	1,403,540	200,769	4,300,274
P. Lorillard	10,954,284	2,422,828	....	2,422,828	538,022	2,952,387	5,041,047
Campbell Soup	10,572,912	3,867,542	....	3,867,542	1,052,020	2,305,692	3,347,658
American Home Products	9,505,887	1,487,635	192,681	1,680,316	255,984	4,393,477	3,176,110
Sterling Drug	9,404,918	1,381,268	154,659	1,535,927	1,388,569	5,955,302	525,120
National Dairy Products	8,911,001	2,511,662	128,593	2,640,255	1,483,415	997,382	3,789,949
Miles Labs	8,472,097	763,995	25,916	789,911	231,582	7,450,604	....
Pillsbury Mills	7,885,170	1,942,156	35,970	1,978,126	289,815	2,247,316	3,369,913
Swift & Co.	7,829,083	2,686,847	227,424	2,914,271	828,888	3,390,442	695,482
Philip Morris & Co. Ltd.	7,205,826	943,794	....	943,794	33,500	1,939,738	4,288,794
Kellogg Co.	6,702,082	1,388,831	162,185	1,551,016	378,925	1,378,215	3,393,926
Westinghouse Electric	6,597,293	1,732,139	10,300	1,742,439	395,548	....	4,459,306
Seagram Distillers Corp.	6,571,227	6,571,227	....	6,571,227	....	....	....
Goodyear Tire & Rubber	6,357,239	4,124,250	403,070	4,527,320	46,000	333,684	1,450,235
Quaker Oats	6,104,220	1,711,922	281,138	1,993,060	939,020	1,534,904	1,637,236
Philco	5,861,707	2,046,338	88,750	2,135,088	136,000	2,112,926	1,477,693
Bristol Myers	5,676,862	2,254,651	136,193	2,390,844	970,382	466,015	1,849,621
S. C. Johnson & Son	5,630,108	933,459	....	933,459	276,460	2,111,234	2,308,955
Radio Corp. of America	5,301,228	2,179,248	35,530	2,214,778	49,833	860,946	2,175,671
Kaiser Motors	4,883,138	1,360,279	179,225	1,539,504	390,750	2,264,835	688,049
American Tel. & Tel.	4,782,911	3,632,169	333,530	3,965,699	....	817,212	....
Coca Cola	4,403,090	1,935,909	130,200	2,066,109	....	731,173	1,605,808
Standard Brands	4,389,316	1,753,830	91,737	1,845,567	1,030,048	....	1,513,701
Armour & Co.	4,385,385	2,138,417	44,740	2,183,157	451,174	1,004,249	746,805
Firestone Tire & Rubber	4,144,914	1,667,186	160,475	1,827,661	....	745,643	1,571,610
Schenley Industries	4,136,969	3,811,417	....	3,811,417	26,395	....	299,157
International Cellucotton	4,055,837	1,804,400	....	1,804,400	956,120	684,822	610,495
E. I. duPont de Nemours	4,005,625	3,217,190	154,941	3,372,131	7,269	160,935	465,290
National Distillers Products	3,898,657	3,863,123	35,534	3,898,657	....	....	....
Avco Manufacturing	3,884,877	2,329,892	324,851	2,654,743	168,003	6,020	1,056,111
Johnson & Johnson	3,675,162	2,747,465	183,897	2,931,362	397,102	....	346,698
Texas Co.	3,674,352	2,317,259	183,950	2,501,209	....	315,043	858,100
Scott Paper	3,650,449	1,864,470	....	1,864,470	267,752	....	1,518,227
Rexall Drug	3,429,254	1,622,013	212,825	1,834,838	....	1,497,701	96,715
Eastman Kodak	3,248,052	3,101,432	....	3,101,432	146,620	....	....
Nash Kelvinator	3,215,886	2,695,306	78,020	2,773,326	331,610	....	110,950
Andrew Jergens Co.	3,211,073	1,843,446	85,350	1,928,796	597,243	368,969	316,065
Admiral	3,070,498	1,371,948	42,910	1,414,858	177,590	203,694	1,274,356
Manhattan Soap	3,027,669	331,811	....	331,811	135,201	2,560,657	....
Carter Products	2,988,359	....	....	....	8,875	774,907	2,204,577
Sylvania Electric Products	2,872,895	720,416	11,000	731,416	694,913	82,718	1,363,848
Block Drug	2,828,870	178,054	57,050	235,104	771,956	171,280	1,650,530
Pabst Brewing	2,810,932	484,036	....	484,036	....	17,000	2,309,896
Borden Co.	2,696,509	1,575,084	35,802	1,610,886	....	36,990	1,048,633
Corn Products Refining	2,669,872	1,399,617	112,688	1,512,305	837,602	239,775	80,190
William Wrigley Jr.	2,666,997	454,063	....	454,063	....	1,606,739	606,195
Joseph Schlitz Brewing	2,651,739	1,271,511	....	1,271,511	....	....	1,380,228
Electric Auto Lite	2,646,503	622,123	116,760	738,883	28,250	698,747	1,180,623
Armstrong Cork	2,645,442	1,301,328	42,500	1,343,828	....	306,784	994,830
Pet Milk	2,643,785	....	....	....	....	1,184,729	1,459,056
Serutan	2,606,096	....	....	....	241,392	254,795	2,109,909
B. F. Goodrich	2,560,475	1,434,475	242,266	1,676,741	....	34,737	848,997
National Biscuit	2,492,123	1,219,120	33,928	1,253,048	283,862	814,473	140,740
California Packing	2,459,410	1,994,575	....	1,994,575	450,165	14,670	....
U. S. Steel	2,423,495	1,302,654	305,229	1,607,883	....	572,892	242,720
Nestle Co.	2,416,949	671,362	19,925	691,287	546,428	348,411	830,823
Hazel Bishop	2,379,920	32,614	....	32,614	....	44,774	2,302,532
Aluminum Co. of America	2,317,156	1,365,127	140,100	1,505,227	....	....	811,929
Pepsi Cola	2,313,116	800,116	....	800,116	953,505	....	559,495
Ralston Purina	2,267,443	640,856	59,500	700,356	104,020	855,984	607,083
Lambert Co.	2,225,158	1,111,097	41,275	1,152,372	72,755	507,549	492,482
Carnation	2,207,916	684,713	65,310	750,023	....	561,268	896,625
American Chicle	2,202,739	74,990	....	74,990	....	....	2,127,749
Reynolds Metals	2,197,747	458,764	88,879	547,643	....	418,559	1,231,545
Cluett Peabody	2,185,401	2,175,624	....	2,175,624	9,777	....	....
Cannon Mills	2,085,065	1,649,649	66,050	1,715,699	....	369,366	....
Prudential Ins. Co. of Am.	2,019,671	....	....	....	562,730	846,138	610,803
Gulf Oil Corp.	1,996,518	408,865	36,000	444,865	....	302,231	1,249,422
Borg Warner Corp.	1,964,908	1,590,331	174,799	1,765,130	....	....	199,778

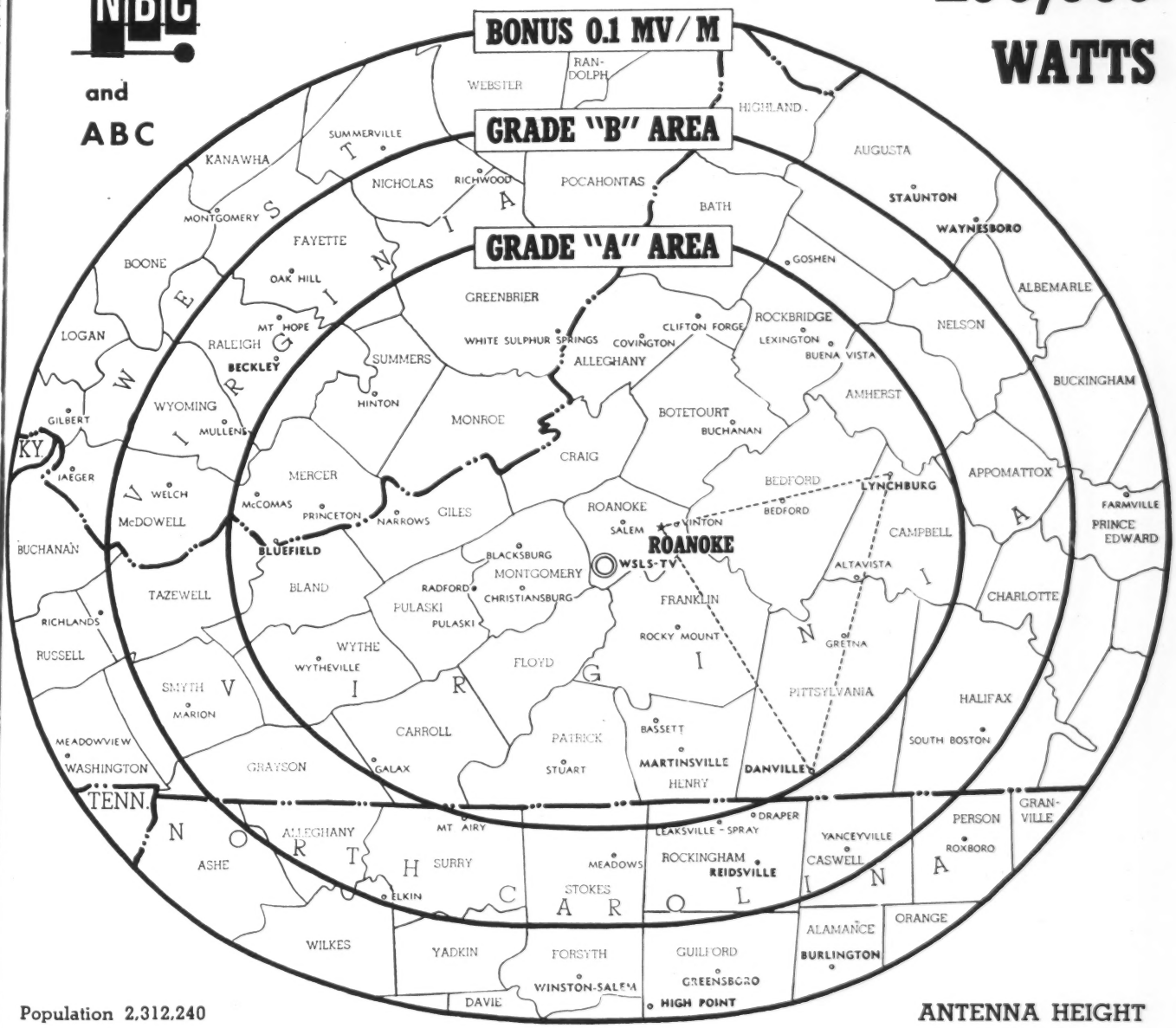
TELEVISION CONTOURS

WSLS-TV VHF CHANNEL 10 ROANOKE, VA.

Affiliated with NBC and ABC

63 COUNTIES

296,000 WATTS



Population 2,312,240
Families Grade "A" 184,320
Families Grade "B" 320,760
Families Bonus 0.1 MV/M 538,480

Consumer Spendable Income 1953
$1,677,221,000
SOURCE — SRDS Consumer Markets (1954)

Total Television Sets
233,374
As of Dec. 31, 1953
SOURCE: RETMA—Washington, D. C.

ANTENNA HEIGHT
1,976 feet above average terrain
3,050 feet above Roanoke
4,007 feet above sea level

Total Retail Sales '53 $1,087,084,000
SOURCE — SRDS Consumer Markets (1954)

REPRESENTED NATIONALLY---AVERY-KNODEL, Inc.

NEW YORK — ATLANTA — DALLAS — SAN FRANCISCO — LOS ANGELES — CHICAGO

	Total Expenditures	MAGAZINES General	Farm	Total	Newspaper Sections	Network Radio	Network Television
Doubleday & Co.	1,960,417	924,518	....	924,518	1,023,616	12,283	....
Helene Curtis Industries	1,938,536	936,204	....	936,204	681,258	....	321,074
U. S. Rubber	1,930,191	1,576,656	114,505	1,691,161	6,910	....	232,120
Jules Montenier	1,919,216	224,365	....	224,365	163,990	356,502	1,174,359
Union Carbide & Carbon	1,882,349	1,636,319	62,004	1,698,323	184,026	....	....
Hall Brothers	1,849,106	159,528	....	159,528	....	637,048	1,052,530
Hiram Walker	1,836,919	1,818,157	....	1,818,157	18,762	....	....
Green Giant	1,835,085	865,667	....	865,667	292,545	309,873	367,000
Chesebrough Mfg.	1,825,910	512,952	....	512,952	....	848,038	464,920
Simoniz	1,790,526	706,566	....	706,566	57,015	....	1,026,945
S.O.S. Co.	1,789,504	822,398	65,599	887,997	36,385	118,500	746,622
Hunt Foods	1,783,425	1,396,825	....	1,396,825	386,600	....	....
Studebaker	1,777,204	1,343,512	361,790	1,705,302	....	....	71,902
Socony Vacuum Oil	1,755,662	1,435,555	124,495	1,560,050	....	195,612	....
Packard Motor Car	1,744,178	1,159,552	....	1,159,552	....	472,622	112,004
Schick	1,740,275	469,505	....	469,505	....	25,131	1,245,639
U. S. Tobacco	1,730,409	135,429	....	135,429	....	....	1,594,980
Mutual Benefit Health & Acc.	1,723,128	5,150	10,850	16,000	352,935	551,137	803,056
International Shoe	1,721,466	1,216,640	45,591	1,262,231	....	21,349	437,886
TOTAL	70,265,235						

Network January Sales Up 22% Over 1953

GROSS time sales of the nationwide broadcast networks, both radio and tv, totaled $38,280,841 in January of this year, a gain of 22.9% over the January 1953 total of $31,154,402, according to data on gross network time sales compiled by Publishers Information Bureau. Tv network gross was up 41.6% this January over last; radio network gross was off 4.8%.

In the following network-by-network PIB tables it is noteworthy that all four tv networks showed appreciable gains in billings in the opening month of 1954 over the same month of 1953. NBC and CBS are neck-and-neck for first place among tv networks, as they were a year ago, but this January CBS is ahead of NBC by just about the same amount that it lagged behind NBC in billings during January of last year.

In radio, ABC, CBS and MBS all showed slightly larger gross time sales in January of this year than that month of 1953, while NBC's radio billings declined enough to pull the month's total radio network figure below that of January 1953.

Network Radio	January 1954	January 1953
ABC	$ 2,830,654	$ 2,674,622
CBS	5,192,906	5,157,148
MBS	1,808,960	1,786,134
NBC	3,391,873	4,260,555
Total	$13,224,393	$13,878,459

Network Television	January 1954	January 1953
ABC	$ 2,780,574	$ 1,604,892
CBS	10,713,329	7,083,619
DuMont	1,445,608	982,794
NBC	10,116,937	7,604,638
Total	$25,056,448	$17,275,943

Radio-Tv Production Hits Seasonal Slump

RADIO and tv set production dropped seasonally in January from the December level and also fell under the same month a year ago, according to Radio-Electronics-Tv Mfrs. Assn.

Output of radios totaled 871,981 in January compared to 1,101,115 in December and 1,093,142 in January 1953. Tv production totaled 420,571 sets in January compared to 449,787 in December and 719,234 in January 1953.

January output of radios included 271,036 home sets, 159,932 clock radios, 46,571 portables and 394,442 auto sets. Radios with fm circuits totaled 24,341 in January plus 3,335 tv sets with fm tuning circuits. Of the 420,571 tv sets turned out for the month, 120,229 were equipped at the factory with uhf tuners.

'Lucy' Tops ARB Ratings; 'Friends' Out of Top 10

FOR the fifth consecutive month, *I Love Lucy*, *Dragnet* and *You Bet Your Life* have occupied the top three positions in tv viewer ratings, according to American Research Bureau's February survey based on viewing for week of Feb. 1-7. *Godfrey and Friends* has failed to register in the top 10 programs for the first time. Complete ARB listings:

	Program	Network	Rating
1	I Love Lucy	(CBS)	63.0
2	Dragnet	(NBC)	59.6
3	You Bet Your Life	(NBC)	52.5
4	Jackie Gleason	(CBS)	49.2
5	Ford Theatre	(NBC)	48.1
6	Talent Scouts	(CBS)	44.7
7	Milton Berle	(NBC)	44.4
8	Life of Riley	(NBC)	43.5
9	This Is Your Life	(NBC)	41.9
10	Jack Benny	(CBS)	41.2

	Program	Network	Viewers (Add 000)
1	I Love Lucy	(CBS)	45,200
2	Dragnet	(NBC)	43,030
3	You Bet Your Life	(NBC)	40,200
4	Jackie Gleason	(NBC)	35,900
5	Milton Berle	(NBC)	33,060
6	Comedy Hour	(NBC)	32,040
7	Toast of the Town	(CBS)	31,620
8	Jack Benny	(CBS)	30,180
9	Show of Shows	(NBC)	28,280
10	Talent Scouts	(CBS)	27,350

'Fortune' Article Predicts Gain in Radio-Tv Set Market

SALES of radio and tv receivers "may be expected to advance from about $2.3 billion to some $2.8 billion," with "virtually the entire gain derived from color tv," during the 1955-59 era, Daniel Seligman and Sanford S. Parker predict in an article, "Upheaval in Home Goods," in the March issue of *Fortune*.

In the immediate future, however, color is going to hurt instead of help tv set sales, the article says, citing an estimate made by Alfred Oxenfelt of the economic consultant firm of Boni, Watkins, Mounteer & Co. that 600,000 monochrome sets will probably *"not* be sold this year precisely because some customers will be waiting around for color. This loss will substantially outweigh 1954 gains from the sale of color sets," *Fortune* adds, with BWM estimating 1954 color production at 200,000 sets, probably half of which will be taken by dealers for display purposes.

In the next five years, however, the estimate calls for the sale of color sets to rise from one million in 1955, with an average price of $700 (in 1953 dollars), to five million in 1959, with an average price of $350. Although black-and-white set sales will decline during that time, the total from monochrome and color combined will average substantially higher than black-and-white sales have been running, *Fortune* anticipates.

"By 1959," the article predicts, "90% of all American homes should have tv sets, either color or black-and-white. About 53 million sets will be in use, a third of them color sets. And this staggering figure does not assume any very wide development of the much-touted two-set market; fewer than six million households are expected to own both kinds of sets."

Nielsen Finds Radio, Tv Have Educated Audience

For a number of radio and tv network shows, the average listener or viewer has more than a high school education, Nielsen analysts find.

STATISTICS are usually dull, serious stuff, but Nielsen analysts have come up with some data that provide all the makings of an exciting parlor game, particularly if the group includes one or two of the intelligentsia who are inclined to sneer at the cultural level of radio and tv audiences.

All the network programs on the air last September and October—which got many summer replacements in as well as the regular fall-winter-spring shows—were analyzed according to the schooling of their audience. That is, each program was ranked in accordance with the years beyond grammar school its listeners, on the average, spent in securing formal education.

The radio list started out like this:

Program	Avg. Years Beyond G.E.
New York Philharmonic	4.7
Tony Martin Time	4.7
Johnny Mercer	4.6
World Music Festival	4.5
Railroad Hour	4.4
Bell Telephone Hour	4.4

The tv toppers were:

Where's Raymond	4.7
Omnibus	4.6
Fred Waring Show	4.5
See It Now	4.5
Juvenile Jury	4.5

At the lower end of the lists, ranging down to 2.5 years beyond grade school, were sports, mysteries, news and popular music programs in radio, quiz, sports and variety shows in tv. For both media, the largest number of programs fell into the 3.2-3.9 years bracket.

'Amos 'n' Andy' Head Jan. 17-23 Nielsen Am

CBS programs took eight of the top spots in the A. C. Nielsen Co. listing for evening, once-a-week network radio programs for the week of Jan. 17-23, with the perennial *Amos 'n' Andy* at the top of the list. Complete listings:

Rank	Program	Homes (000)
Evening, Once-a-Week (Aver. for All Programs)		(2,146)
1	Amos 'n' Andy (CBS)	4,571
2	Jack Benny Show (CBS)	4,478
3	People are Funny (CBS)	4,385
4	Lux Radio Theatre (CBS)	4,151
5	My Little Margie (CBS)	3,638
6	Our Miss Brooks (CBS)	3,452
7	Walk a Mile (NBC)	3,359
8	Mr. and Mrs. North (CBS)	3,219
9	Suspense (CBS)	3,219
10	You Bet Your Life (NBC)	3,172
Evening, Multi-Weekly (Aver. for All Programs)		(1,353)
1	News of the World (NBC)	2,799
2	One Man's Family (NBC)	2,379
3	Fibber McGee (NBC)	2,192
Weekday (Average for All Programs)		(2,146)
1	Our Gal, Sunday (CBS)	3,359
2	Romance of Helen Trent (CBS)	3,312
3	Guiding Light (CBS)	3,219
4	Arthur Godfrey (Nabisco) (CBS)	3,219
5	Arthur Godfrey (Toni) (CBS)	3,219
6	Arthur Godfrey (Frigidaire) (CBS)	3,219
7	Wendy Warren and the News (CBS)	3,219
8	This is Nora Drake (Bristol-Myers) (CBS)	3,172
9	Arthur Godfrey (Pillsbury) (T & Th) (CBS)	3,125
10	Aunt Jenny (CBS)	3,032
Day, Sunday (Aver. for All Programs)		(840)
1	Lorne Greene (MBS)	2,146
2	Hour of Decision (ABC)	1,353
3	Greatest Story Ever Told (ABC)	1,353

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WHEN THE PRESIDENT DIED . . .

Dallas heard it *before* Washington

Within a minute of the wire that told of President Harding's death, Dallas heard the news. A WFAA newscast was on the air —and WFAA was first in the nation to announce the president's passing.

It's a long way back to Harding's death in 1923. The cumbersome TRF set and the parlor it graced have disappeared. But radio has since become part to most every phase of human existence, with the news broadcast an important means of immediate, mass dissemination of the news.

WFAA earns its welcome into listeners' homes. In times of emergency or distress Southwesterners turn first to their "neighbor of the air" for help. In December a lost boy was found within the hour by a man who heard the youngster's description on WFAA's 7:00 AM news. A week later the wreckage of a missing plane was located when a farmer who heard the crash associated it with a WFAA report. And just before Christmas WFAA arranged for a mother's appeal to reach across the seas to her son—one of the 22 Korean Veterans who chose Communism.

There are six veteran newsmen who report, re-write and edit the 26½ hours of news broadcast on WFAA every week. The people of the Southwest depend on WFAA for the *complete* story of newsworthy events of local or world-wide significance.

One of a series: WFAA's established leadership in the Southwest

Mr. and Mrs. Warren G. Harding, photographed shortly after his nomination for the Presidency.

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

ALEX KEESE, Station Manager
EDWARD PETRY & CO., National Representative

Radio Services of The Dallas Morning News

UHF PROMOTION MEET AGREES PROGRAMS ARE KEY TO OUTLET'S SUCCESS OR FAILURE

NCCET and JCET sponsor Washington conference for industry and the FCC, with all groups agreeing in general that a uhf station must offer good programs to operate successfully—either alone or with vhf competition. Other factors: Power, set sensitivity, consumer promotion. FCC's Hyde, other Commissioners speak.

PROGRAMS are the key to the success or failure of a uhf television station—whether going alone or in competition with vhf—but the fate of the outlet also hangs in part upon transmitter power, receiver sensitivity and installation as well as consumer promotion.

That is the consensus of the uhf promotion conference in Washington last Monday, sponsored for industry and FCC by the National Citizens Committee for Educational Television and the Joint Committee on Educational Television.

Evolution of the all-channel vhf-uhf receiver as the standard tv set was depicted by manufacturers' spokesmen "sometime in the future" as set makers seek production economy by reducing diversification. The present over-inventory of sets which can receive uhf was pointed out as evidence that manufacturers could not be blamed for low uhf set circulation.

Potential Lush Market

Depicting a "lush market" in uhf for transmitter and set makers "if it could develop," the manufacturing representatives noted there are twice as many uhf channel assignments as vhf.

Monday's meeting, held at the Statler Hotel and including a luncheon session with members of FCC, was attended by representatives of commercial tv stations and networks as well as of education and manufacturing. NCCET and JCET stressed they are interested in a cooperative approach to solving uhf's headaches. They explained that two-thirds of the reserved educational channels are in the uhf band.

"FCC is interested in seeing the difference between uhf and vhf eliminated," Chairman Rosel H. Hyde told the group. "There should be no class distinction in television. All the channels are 6 mc wide and a workable television service is possible on all of them."

Chairman Hyde acknowledged that uhf's "growing pains cannot be overcome by ignoring them" and pointed out that the Commission already has told set makers the public is entitled to a "complete set" capable of receiving both bands.

Expressing confidence in the growth of uhf, Chairman Hyde indicated there should not be undue alarm over the fate of some 40 permittees who have dropped out of uhf, a proportion less than the 18 permittees who dropped out of vhf before the freeze.

Comr. George E. Sterling urged review of his detailed analysis of the uhf situation in his Boston speech several weeks ago [B•T, Feb. 1]. In that talk he pointed to the significance of programming, cited the great need for higher transmitter powers and better sets and suggested ways FCC might ease the uhf broadcaster's burdens. These included: Granting of construction extensions where high power equipment is not immediately available; suspension of 1 kw interim grants; allowing beam tilting and directional antennas to greater extent, and authorizing satellite or booster stations to increase uhf coverage.

Comrs. Robert E. Lee, Robert T. Bartley and E. M. Webster supported Chairman Hyde's views and expressed confidence in the ability of the industry to solve its problems.

Comr. Webster related his "pet theory" that uhf's difficulties stem from the "grand rush after the freeze was lifted." He felt that if "things had gone at a slower tempo, there would be less trouble today."

He indicated some applicants' great eagerness not to be left out of tv caused them to prematurely rush into some areas without adequate study or preparation.

Comr. Doerfer said that "if I'm not optimistic about uhf, I am certainly not pessimistic." He sees in the expansion of the U. S. "a terrific backlog of demand." Comr. Doerfer felt the Commission will be "cooperative," but does not believe its regulatory powers "should be used as a subsidy."

There should be "some solution short of a mandate, 'This shall succeed'," Comr. Doerfer stated.

Hyman H. Goldin, FCC assistant chief accountant, told the morning session the Commission is following a policy of "watchful waiting" with respect to uhf. He recalled "early horrendous stories" about the progress of uhf but noted the Aug. 1 study of last year contradicted the fears. FCC's new survey as of Nov. 1 will be issued about May or June, he predicted.

Reporting he has visited Pittsburgh and Norfolk, Mr. Goldin said he found some new uhf stations with extensive coverage and new sets are vhf-uhf.

He said the biggest problem is getting old vhf set owners to convert, some waiting for larger screens or color, while others shy from converters on their existing sets because the one their neighbor put in isn't working good. Stories also get around that the actual cost of conversion isn't as low as the advertised price, he indicated, alluding to the "fast buck" promoters who haven't helped uhf.

Mr. Goldin estimated a two-year market building for uhf and asked if the uhf stations have the resources "to stand the gaff of time."

M. Robert Rogers, president of WGMS-AM-FM Washington, competitor with WEAM Arlington, Va., for uhf ch. 20, acknowledged uhf's present technical problems but said there remains only one way to promote uhf: "You've got to have a program service so desirable that enough people will make the necessary and sizable investment to get the uhf receiver or converter."

He also saw advantage in having a radio station to promote uhf, citing the success of his fulltime fm station through promotion by the daytime am outlet.

Mr. Rogers recalled that novelty seekers bought vhf sets at first, but it took good programs to induce enough people to buy sets to create the vhf "market."

Make What People Want

Agreeing with a manufacturing spokesman that "set makers have a habit of making what people want to buy," Mr. Rogers put full responsibility for uhf success upon the station and its programs.

Richard Eaton, president-general manager of newly granted uhf ch. 50 WOOK-TV Washington, felt manufacturers and dealers should give uhf a boost by providing vhf-uhf sets at the same price as vhf-only sets. He said the slow progress of fm could be blamed upon lack of "a really cheap" fm set or converter.

James D. Secrest, executive vice president of RETMA, said the manufacturing industry, both receivers and transmitters, is "vitally interested in the rapid and widespread growth of uhf" since it is an essential part of a national tv system and represents a great potential market.

Mr. Secrest reviewed the industry's anticipation of uhf in 1953 with production increasing from 15% in the first quarter to 35% in the fourth quarter, a 20% average for the year.

"However," he said, "consumer purchases of

Adv. Industry Must Seek Talent—Ludgin

EARLE LUDGIN, president of Earle Ludgin & Co., Chicago, and board chairman of the American Assn. of Advertising Agencies, warns that advertising is losing some of its ablest men and must cultivate young people who want to make advertising a career.

MR. LUDGIN

He spoke at a Feb. 24 meeting of the Philadelphia chapter of the AAAA held at the Barclay Hotel in Philadelphia.

Because some advertising isn't believable, there's danger that the consumer will become "advertising deaf." If this happens, Mr. Ludgin said, and advertising fails to sell goods, there's danger that American mass production will overproduce the nation into economic difficulties. Advertising, Ludgin said, makes possible mass distribution without which there can't be mass production. While advertising has sold goods, Mr. Ludgin said, it has failed to sell itself, pointing out that's one big reason for much of the criticism of the business today.

Other speakers were Sherman Dodge, vice president of Foote, Cone & Belding, New York; Louis N. Brockway, executive vice president of Young & Rubicam Inc., New York, and Frederic R. Gamble, New York, national president of the AAAA.

They were introduced by Wesley Ecoff of Ecoff & James Inc., president of the local chapter.

COMING!

Even on its interim operation, KARK-TV will deliver to the rich Central Arkansas Market the state's LOWEST TV Band and HIGHEST POWER . . . PLUS the the know-how and NBC affiliation that has made Radio Station KARK first in ratings, first in sponsors, first in results.

KARK TV VHF Channel 4

LITTLE ROCK, ARKANSAS

Represented by

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · DALLAS

uhf receivers (in 1953) did not keep pace with this rise in production. Factory inventories rose from *4 to 32%* of total tv inventories between May and December. The ratio of uhf set production to total tv set output reached a peak of 35.2% in November, declined to 31% in December and to 28.6% in January. Factory sales of uhf sets rose to 32% in November and declined to 28% in December and 26.5% in January.

"In January 1954, despite a reduction in the percentage of uhf receivers manufactured and a general decline in total tv set inventories, factory inventories of uhf receivers rose to a *new high of 35.6%* of total tv receivers.

'No Accurate Statistics'

"While we have no accurate statistics on the production and sale of converters, I believe it is fair to say that production has been more than ample to meet public demand."

Mr. Secrest said transmitting equipment manufacturers likewise have kept pace with the market for uhf transmitters "although, of course, such equipment is customarily produced only on order." Considerable technical progress has been made in the manufacture of uhf transmitters, and higher power equipment in greater quantity is expected this year, he reported.

"We believe that the present difficulties of uhf broadcasters are temporary and are due to the shift to a dual television system at a time when there were almost 20 million vhf sets in use," Mr. Secrest said. "It would have been a miracle if the adjustment had been accomplished without casualties."

Transmitter-receiver spokesmen agreed uhf is not a supplemental service like fm, but rather is a necessary part of a national competitive tv system and represents a vast potential market. They amplified their desire to boost uhf by pointing also to the large stake the transmitter makers have in credit outstanding on new station installations.

Allen Mills, RCA Victor Home Instrument Dept. merchandise manager, related RCA last October planned 50% production of combination vhf-uhf sets "but this was cut back since the market hasn't supported it." Total sales currently indicate vhf-uhf production at 30%, he said.

Mr. Mills also reported a "very substatntial inventory" of all three types of uhf converters "which we would like to sell. We're out promoting converters."

Recalls Fm

He felt it probably was "unwise" to make a distinction in the public mind between uhf and vhf since it recalls to them the history of fm. Rather, "we should promote 'television,'" he said, indicating the consumer is interested in what he can see on his set and not how it gets there.

"Sometime in the future uhf will exceed vhf set sales," Mr. Mills said, foreseeing evolution of the vhf-uhf set as standard. "Less diversification is economy," he explained, "and the trend is that way." The cost differential in making uhf sets is the key to this switch, he said, "and it's to our benefit to reduce it."

Keeton Arnett, general assistant to the president, Allen B. DuMont Labs, told the group he is concerned that the 1 kw power is "doing more harm to uhf than anything else." He also felt location of towers is crucial.

Mr. Arnett explained failure of dealers to promote uhf set sales is based upon a "distress market" for sets. "Dealers are very price conscious now, and so is the consumer," he said, "so the dealer is going to make the quickest sale he can," which does not favor the higher priced set capable of getting uhf.

Mr. Arnett said uhf promotion "must be keyed in their terms. Dealers must believe you're helping them or they will push something else."

A. R. Hopkins, reviewing RCA's pioneer activities in uhf at Bridgeport where "all our findings were given freely to the whole industry," defended 1 kw operation as most adequate in many areas. "In some cases, higher power would only make a station go broke just that much faster," he said, affirming the need for good programming to build audience.

J. D. Callaghan, manager of antenna engineering, Engineering Dept., Consumer Products Div., RCA Service Co., related the extensive clinic and promotion activities of his firm across the nation in boosting uhf and training servicemen in proper uhf installation.

He reported that the big Norfolk uhf promotion venture did not get results until a uhf program service was actually on the air. Concerning program impact, Mr. Callaghan felt fm's repetition of am programs killed all incentive of the listener to convert his set.

Frank Barnes, General Electric Co. manager of broadcast equipment, said his firm is putting all its advertising money in uhf because it will be a market as high or higher than vhf. Programming is not the only factor, in his view, since signal strength and receiver sensitivity determine how well a show can be seen, if at all.

Morris S. Novik, radio-tv public service consultant, cited unique viewing habits in Pittsburgh where, he said, top interest shows may be available on local uhf but viewers are tuning out-of-town vhf stations for the same program.

Uhf Must Grow

Earl H. Gammons, CBS Washington vice president, said, "If we don't make uhf grow, we will be in a bad way." He thought the multiple ownership proposal to allow a single entity to have two uhf stations in addition to five vhf outlets would boost uhf's chances of success.

William A. Berger, National Appliance & Radio-Tv Dealers Assn., acknowledged that present market conditions don't give the dealer much margin to take uhf promotion into consideration when he is making a sale.

Ivan Dietrich, Uhf Tv Assn., highlighted premature competition from vhf in some markets because of mergers of vhf contestants previously slated for long hearings. He said his organization is planning a New York meeting the end of this month on policy reconsideration and may petition FCC for relief.

Chairman of the conference was Robert R. Mullen, NCCET executive director. Educator participants included William Stirton, Detroit Educational Tv Foundation; Ralph Steetle, JCET executive director; Walter Emery and Cyril Braum, consultants, formerly of FCC.

PALEY NAMED FOR NARTB KEYNOTE AWARD

CBS board chairman will receive the honor at the association's May convention.

SECOND annual NARTB Keynote Award will be presented to William S. Paley, CBS board chairman, May 25, during the NARTB Chicago convention.

MR. PALEY

This tribute, highest awarded by the nation's broadcasters to an industry colleague, will be presented by NARTB President Harold E. Fellows. Selection of Mr. Paley for the award was announced by Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the NARTB Convention Committee.

The first annual award was presented last April to Brig. Gen. David Sarnoff during the NARTB's Los Angeles convention.

After Mr. Fellows' presentation to Mr. Paley at the convention, the CBS chairman will deliver the annual keynote address.

Selection of Mr. Paley for the award recalled one of the most dramatic of his infrequent public addresses, a hard-hitting dissection of the broadcast structure during the 1946 convention of the old NAB. At that time he had called on the association to adopt a strong code of standards with teeth. He had pointed to widespread criticism of broadcasting and insisted the public should be kept informed of steps taken to raise program standards. He had just returned from several years war service abroad.

Within a year the industry association had adopted a code draft which was finally approved in the spring of 1948 and went into action that summer as the NAB Standards of Practice. These standards are still in operation and were amended in several respects by the NARTB board at its January meeting.

NCCC PROGRAMS SET RECORD FOR 1953

Some 32,000 radio broadcasts and 5,500 telecasts were made of religious programs.

MORE than 37,000 broadcasts and telecasts of religious programs produced by major church bodies cooperating through the Broadcasting and Film Commission of the National Council of Churches of Christ in the U. S. A. were carried on U. S. stations in 1953.

This statement highlighted the commission's annual report at its annual meeting in New York last Tuesday and Wednesday. It was pointed out radio broadcasts passed the 32,000 mark and telecasts exceeded 5,500, record totals for both.

In issuing the report, Dr. S. Franklin Mack, BFC executive director, remarked that "nearly one million listeners and viewers" wrote for materials offered on the program.

Television program series singled out for special comment were *This Is the Life*, produced by the Lutheran Church, Missouri Synod, and presented on 179 stations, and *The Pastor*, produced in cooperation with the Methodist Church, and carried on 84 stations.

Radio programs cited were *Let There Be Light, National Radio Pulpit* and *National Vespers.*

At the annual dinner Tuesday, Clair R. McCollough, of the Steinman stations, stressed the importance of religious broadcasters making their programs attractive. He urged a degree of "showmanship." It is worthless to put good religious shows on the air if nobody will look at them, he said.

Three newly-elected commission executives were introduced: The Rev. Alexander Ferguson, who succeeded Dr. Mack as film director; Ben F. Wilbur, radio director and formerly manager of WOL Washington, and George

Heinrich, director of the West Coast office in Hollywood.

At the final session Wednesday, Dr. Mack announced plans of the Council to invest the record sum of $1,056,000 for religious radio and television programs and film production during 1954, which was said to be a 33% increase over the budget for 1953. It was announced also that the Methodist Church, a Council affiliate, plans to raise an additional $280,000 during the year for tv programs.

NELSON NEW BAB PROMOTION DIR.

He succeeds R. David Kimble, now director of local promotion. Cranton named assistant director on the national level.

NORMAN NELSON, national sales director of KFWB Los Angeles and for two years managing director of the Southern California Broadcasters Assn., has been named national promotion director of BAB and will assume his new duties March 15, BAB President Kevin Sweeney announced last week.

MR. NELSON

Mr. Sweeney also disclosed that Harold Cranton, a presentation writer in BAB's national promotion department, had been named to the new post of assistant director of national promotion.

In his new position Mr. Nelson will succeed R. David Kimble, recently appointed director of local promotion. The new national promotion director headed the sales and promotional activities of the 57-station SCBA in 1952-53, resigning Jan. 1 of this year to join KFWB.

BAB Names Fogarty, Searle

FRANK P. FOGARTY, general manager of WOW Omaha, and Don Searle, executive vice president of KOA Denver, last week were appointed to the BAB Plans Committee, headed by Donald W. Thornburgh, general manager of WCAU Philadelphia. Messrs. Fogarty and Searle succeed George Higgins, KMBC Kansas City, and Howard Lane, KOIN Portland, Ore., who recently were elevated to the BAB board of directors.

CMQ Havana Joins BAB

ELECTION of CMQ Havana, with its six transmitting affiliates, as the first foreign member of BAB was announced last week by BAB President Kevin B. Sweeney, who said the move represents an expansion of the scope of BAB activities and services in line with increased U. S. advertiser interest in the Cuban market. Goar Mestre, president of Circuito CMQ, said he had been "terribly impressed with everything told me during my visit to your [BAB] office, and I sincerely believe that we can take advantage of the work being done by BAB in the States to keep the wolf away from the door of Cuban am broadcasting." CMQ affiliated stations are COCQ, CMAQ, CMHQ, CMJL, CMJK and CMKU. With the addition of CMQ, BAB has 831 members.

BBDO V. P. TO DISCUSS TV COMMERCIALS

Upcoming Assn. of National Advertisers Spring Meeting, March 17-19, will feature talks by leaders in advertiser and agency fields.

ROBERT L. FOREMAN, BBDO vice president in charge of television, will discuss "Tv Commercials Which Sell and Also Appeal to the Viewers' Intelligence," during the Friday morning session of the 45th Spring Meeting of the Assn. of National Advertisers, March 17-19 at the Homestead, Hot Springs, Va.

Mr. Foreman's talk, which will be illustrated with slides and films of tv commercials which combine strong selling and good-will building, is to be part of a session devoted to the theme: "Public Confidence in Advertising—The Vital Ingredient for Efficient Use of Our Most Successful Means of Creating Sales." B. R. Donaldson, director of advertising and sales promotion, Ford Motor Co., and ANA board chairman, will preside at this session.

Friday Speakers

Other Friday morning speakers and their topics include: David Ogilvy, president, Hewitt, Ogilvy, Benson & Mather, "Getting and Keeping the Consumer on Your Side"; a presentation of "The Future of America," dynamic program to create an appreciation of the nation's economic future, launched by the joint ANA-AAAA committee and the Advertising Council; Gordon Kinney, Advertising Council radio-tv director, "Stop Wasting Your Time—A New Approach to Your Public Service Copy"; William G. Power, advertising manager, Chevrolet Div., General Motors Corp., "Pulling All the Stops in Advertising, Merchandising and Sales."

Dr. Gabriel Hauge, administrative assistant to President Eisenhower, will give an off-the-record talk at the Friday luncheon. CBS will provide the entertainment for the annual dinner on Thursday. Ladies are invited to attend these and the Wednesday Monte Carlo Nite, chief social events of the meeting.

Wednesday morning session on the need for better advertising management and planning will have George B. Park, advertising and sales promotion manager, Marketing Services Div., General Electric Co., as chairman and keynoter. Other speakers at this session will be:

Walter C. Ayers, executive vice president, Brooke, Smith, French & Dorrance, who will discuss the meaning to advertising of the great shift of an economy based primarily on fulfillment of needs to one based on fulfillment of wants; Frank W. Mansfield, director of sales research, Sylvania Electric Products, speaking on "Budgeting Your Advertising for Profit"; S. J. Caraher, advertising controls manager, E. I. du Pont de Nemours & Co., on a method of forecasting and controlling advertising costs; Alfred Politz, president, Alfred Politz Research, on some practical ways of increasing advertising's sales power. E. G. Gerbic, vice president, Johnson & Johnson; Robert E. Healy, vice president, McCann-Erickson, and Ralph Winslow, public relations director, Koppers Co., will discuss the most effective way to use the advertising agency in campaign planning and coordination. Mr. Park will serve as chairman for this session and for the discussion group on industrial and technical advertising to follow. Mr. Gerbic will head the consumer non-durable product advertising discussion and Mr. Park that on durable consumer products.

Ford Motor Co. will show its Cinemascope dealer presentation, first commercial adaptation of this widescreen movie technique, to open the Thursday morning meeting. Session theme for the day, management of the execution and follow-through of advertising plans, will begin with Russell G. Partridge, advertising manager, United Fruit Co., and George J. Abrams, advertising manager, Block Drug Co., discussing the creative development of ideas that will sell. Esther Foley, home service director, *True Story* Magazine, and David P. Crane, director of media coordination, Benton & Bowles, will speak on media selection in times of changing market conditions to conclude the morning session.

In the afternoon, R. Richard Carlier, director of advertising and sales promotion, Bigelow-Sanford Carpet Co.; Arthur Diamond, advertising manager, H. J. Heinz Co., and Arthur L. Scaife, sales planning manager, General Electric Co., will speak on following through with advertising plans. Assisting Mr. Scaife in his presentation of new point-of-purchase display ideas will be Dallas H. Edwards, sales manager, GE Clock Div.; David T. Meskill, sales manager, Fan Div.; James P. Farley, advertising supervisor, Fan Div.

In the discussion sessions concluding the Thursday business program, Mr. Abrams will serve as chairman for the consumer non-durable product discussion, Lauren K. Hagaman, director of advertising and sales promotion, Congoleum Nairn, for the consumers durable products discussion, and Mr. Winslow for the discussion of industrial and technical products.

Special group meetings are planned for Friday afternoon, such as the ANA Chemical Group, petroleum industry members and export advertisers.

KDKA Rejoins NARTB After 8½ Years Away

THE long resentment of Westinghouse Broadcasting Co. against an NARTB affront of the mid-40s appeared to have subsided last week as KDKA Pittsburgh rejoined the association after an absence of 8½ years [CLOSED CIRCUIT, Dec. 7, 1953].

NARTB President Harold E. Fellows announced also that WCCO Minneapolis, former CBS o&o station and now controlled by Ridder publications, had joined the association.

Westinghouse radio stations have been outside the association fold since publication in 1945 by NARTB of a 25-year anniversary chronology which listed WWJ Detroit as the first commercial station, having started in August 1920. Westinghouse contends KDKA's debut Nov. 2, 1920, marked the beginning of regularly scheduled commercial broadcasting.

Actually Westinghouse has been partly within NARTB ranks since it inherited a tv membership when it bought KPTZ (TV) Philadelphia from Philco Corp. last summer. When Chris J. Witting, former DuMont Network head, joined Westinghouse Jan. 1 as WBC president it was believed he would heal the NARTB breach, being a tv board member at that time as DuMont representative.

KDKA becomes the Westinghouse radio member station in NARTB under a bylaw provision requiring that the largest in a commonly owned station group must be enrolled. WBZ-TV Boston, a Westinghouse tv outlet, has become a subscriber to the NARTB Television Code.

CBS relations with NARTB have been strained at times, especially since an associa-

tion spokesmen was quoted in the late 40s as saying color tv was five or ten years away. The network is not now a radio member but has tv board representation.

The following stations were enrolled by NARTB in February:

KFAD Fairfield, Iowa; KDKA-AM-FM Pittsburgh; KVLB Cleveland, Tex.; KEDD (TV) Wichita, Kan.; WDEF-TV Chattanooga, Tenn.; WLAC-TV Nashville; KBUC Corona, Calif.; KCRV Caruthersville, Mo.; KJCF Festus, Mo.; KTVQ (TV) Oklahoma City; WTOC-TV Savannah, Ga.; WDSM-TV Superior, Wis.; WFMZ-TV Allentown, Pa.; KFXJ-TV Grand Junction, Colo.; KGEO-TV Enid, Okla.; WFOR Hattiesburg, Miss.; WRFM (FM) Hattiesburg, Miss.; KBUR Burlington, Iowa; WOI-TV Ames, Iowa; KYTV (TV) Springfield, Mo.; WAPX Montgomery, Ala.; WBRO Waynesboro, Ga.; WCCO Minneapolis; WDBF Delray Beach, Fla.; WFRL Freeport, Ill.; WHMA-AM-FM Anniston, Ala.; WIHL Hammond, La.; WLAU Laurel, Miss.; WMGY Montgomery, Ala.; WPBB Jackson, Ala.; KCHA Charles City, Iowa; KIUL Garden City, Kan.; KJBC Midland, Tex.; WFIE (TV) Evansville, Ind.; WRBL-TV Columbus, Ga.; KBID-TV Fresno, Calif.; KMID-TV Midland, Tex.

Tower Named Acting Chief Of NARTB Labor Department

CHARLES H. TOWER, now in his sixth year at NARTB as assistant to Richard P. Doherty, who resigned last month as vice president in charge of employe-employer relations [B•T, Feb. 8], has assumed the new post of acting manager of the association's Employe-Employer Relations Dept. Mr. Doherty has formed his own management consultant firm.

MR. TOWER

A member of the Massachusetts Bar, Mr. Tower taught labor relations and personnel administration at Boston U. while enrolled as a law student. Previously he had served three years as a field examiner for the National Labor Relations Board. He is a graduate of Harvard Business School and Williams College.

Broadcasters Represented At Correspondents Dinner

BROADCAST executives were well represented at the annual dinner of the White House Correspondents Assn., held Saturday at the Statler Hotel, Washington, with President Eisenhower as guest.

Television techniques were borrowed to introduce the m.c., Milton Berle, who emerged from a 7x11-foot tv set after a kinescope program had been promised in line with the Administration's economy program. Other talent included Irving Berlin, the McGuire Sisters and Jaye P. Morgan, vocalist. The program was presented by ASCAP.

RETMA Unit Agrees On Interference Plan

PROPOSALS designed to secure industry-wide cooperation for reduction in interference caused by spurious radiations in tv sets were worked out last week by a special committee of the Radio-Electronics-Television Mfrs. Assn.

Dr. W. R. G. Baker of General Electric Co., chairman of the committee, said it was expected the committee would place the proposals before the FCC within about two weeks. He said the committee had agreed that details of the plan would not be made known until after they are given to the Commission.

POTTER SUBCOMMITTEE MEETS, SEES PUBLIC HEARINGS ON UHF TROUBLES

Informal, closed meeting with FCC members brings forth assurances from Senate Communications subcommittee that public hearings will be held, regardless of legislative proposals, to seek a cure for uhf's ills. A Senator's proposal would allow one-for-two swap of vhf for uhf—up to 10 uhf stations.

SENATORS felt the broadcast industry's pulse last week and the verdict was unanimous that uhf needs a peppy and near-perfect prescription for its ills.

This decided swing toward a uhf study by legislators was evidenced after an informal, closed-door session Tuesday with FCC. The meeting was the newly-formed Potter Communications Subcommittee's first chance to view at close range the problems FCC faces in radio-tv.

• Subcommittee Chairman Charles E. Potter (R-Mich.) told B•T after the session was over he was quite certain "there will be public hearings" by the subcommittee to study ways of bolstering and developing uhf as an integral part of the nation's tv system.

• It was apparent the hearings will come whether or not any legislation is introduced on the subject.

• A proposal was uncorked during the subcommittee's session for a one-for-two swap, one vhf station (owned by an existing permittee or licensee) for two uhf stations as a means of stimulating uhf's development.

This suggestion, made by a Senator as the session was well underway, swept his colleagues into a discussion with the general feeling ensuing that the proposal possibly could be reduced to bill form as a basis for an exploration of the entire subject.

The proposal for a station swap same as a distinct surprise.

While Senators were enthusiastic, FCC members were far from electrified. The latter assured the subcommittee the proposal would be given serious consideration but that it was complex, with many economic and legal ramifications.

The recommendation, described as a stimulant for uhf, was offered as the subject for a future bill. Gist of the proposal was that Congress direct FCC to authorize multiple tv station owners to acquire a maximum of 10 uhf stations by turning in their vhf permits. Since the present limitation is five vhf stations for a single owner, this would give the effect of a "two-for-one" conversion. In addition, the multiple tv station owner would be given a five-year period to consummate this conversion.

It also was suggested, as an offshoot to the 10-uhf-station limitation recommendation, that perhaps a multiple tv station owner could be authorized to convert his holdings so that he would be limited to three vhf and four uhf stations. Still other combinations were possible, it was suggested by the Senators.

Senators present were Potter, Andrew F. Schoeppel (R-Kan.), Dwight Griswold (R-Neb.), Lester C. Hunt (D-Wyo.), all subcommittee members, and Ed C. Johnson (D-Colo.), ranking Democratic member of the parent Senate Interstate & Foreign Commerce Committee. Sen. John O. Pastore (D-R. I.), a subcommittee member, was not present.

All FCC Commissioners were at the meeting except Frieda B. Hennock, who was vacationing out of the city.

Emphasis also was given to the problem of network affiliation for uhf stations. This problem—of networks affiliating with vhf rather than uhf stations in a mixed market—was described as "basic."

A Senator said that it certainly can be assumed that the demand will be made on Congress to look in on the "monopoly" field. Reference here was to the existence of only 12 vhf channels as compared to 70 uhf channels in the available tv spectrum. Thus, it was reasoned, if vhf prospers but uhf suffers, competition will be restricted.

FCC members said the Commission was aware of difficulties where uhf must compete with vhf. But the Commissioners pointed out they had no authority to require a network to make its programs available to a station even if it is found that such a practice would be sound.

The Commissioners, pointing to the develop-

THE SENATORS meet members of the FCC just before the Senate Communications Subcommittee goes into closed session. Grouped above Chairman Charles E. Potter (R-Mich.) are (l to r) Sen. Lester C. Hunt (D-Wyo.), Nicholas Zapple, Senate Interstate & Foreign Commerce Committee staff member (communications); FCC Chairman Rosel H. Hyde; Sen. Potter; Comr. George E. Sterling; Comr. Edward M. Webster, with back to camera; Comr. John C. Doerfer; Comr. Robert T. Bartley, and Comr. Robert E. Lee, whose face is hidden. Comr. Frieda B. Hennock was vacationing in Florida.

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ment of the uhf band as a major problem confronting FCC today, described the task at hand as an uphill fight to build uhf circulation, particularly in mixed markets.

The count of uhf permits turned back to the Commission since the lifting of the tv freeze has been "disturbing," FCC spokesmen said. While it was admitted some of the turnbacks came from people who invested in uhf for speculative purposes, Commissioners underscored the fact many permits were returned because of financial difficulty.

The big problem, according to FCC, was for the operator of a uhf to have enough capital to stand the expense while his circulation in the market was built up.

This uhf discussion came a day after a uhf promotion conference was held in Washington (see story, page 42). Many problems in uhf emphasized there were explored also before the subcommittee.

FCC said it thought liberalization of the multiple ownership rule in tv—proposing a boost in the limitation from five tv stations to five vhf and two uhf—would help induce additional capital and know-how into uhf.

By broadening the rule, according to FCC, bigger broadcast interests could participate in uhf and more advertising dollars would be forthcoming, while more uhf sets would be built at a lower differential.

At one point, Senators asked if an analogy might not be drawn between what is needed in uhf and what happened to tv when it first made its commercial debut. The lawmakers noted that radio profits were used by broadcasters to build vhf television and they asked, could not vhf profits be used in the same way to build uhf?

FCC members said they would expect such a development to aid uhf. It was agreed the bolstering of uhf as a competitive force would provide diversification.

First Vhf's Lost Money

The discussion approached this level as a sequence to the Commissioners' observations that the first vhf stations to appear on the national scene lost substantial sums of money while building audience growth. Before 1948, it was noted, 18 vhf permits were returned.

Described by FCC as a "real obstacle" to the successful development of uhf was the lack of adequate power. Also touched upon were the differences in the cost of equipment, the problem of persuading the consumer and the listener and the problem of a network giving up its affiliation with a new uhf station in a mixed market in order to affiliate with an established vhf outlet.

Other subjects referred to included license fees, interference problems, tv application workload, color (only a brief mention), educational tv and the status of radio.

In brief, this is what was discussed on the subjects listed above:

Schedule of license fees. Chairman Potter reminded the subcommittee it was to take up the status of the license fee proposal next Tuesday. (Also see story, this page.) It was pointed out during the talks that FCC was following a directive by the Budget Bureau.

Tv workload. Senators commended the Commission for cleaning up a good many of the tv applications which were pending.

Interference problem. The Commission noted it had taken up with the Radio-Electronics-Television Mfrs. Assn. the matter of spurious radiations in tv. [B•T, March 1.]

Educational tv. Commissioners indicated the development of educational tv was slow with only two noncommercial stations in actual operation. Several states are in the process of fund-raising, they noted. FCC members also emphasized the Commission was treating the matter with patience and sympathy. They scored the fact the Commission has denied all petitions to reclassify channels from noncommercial to commercial.

The subcommittee said it would meet again with FCC for a discussion of radio matters. However, mention was made by the Commission that new applications for radio facilities were being received right along.

FCC DENIES PROTEST ON WORD-TV SITE

Commission says protesting WAIM-TV Anderson is not a party in interest. WORD-TV, a Spartanburg station, has temporary authority to operate from Paris Mt.

FCC last week denied two more protests against its grant to WORD-TV Spartanburg, S. C., to operate on an interim basis from Paris Mt., six miles from Greenville, S. C. [B•T, Feb. 1].

On the ground they were not parties in interest, the Commission turned down the requests of WAIM-TV Anderson and WGVL (TV) Greenville, S. C., that the Paris Mt. operation authority be rescinded. Last month, the Commission denied a protest by WSCV (TV) Spartanburg, S. C. [B•T, Feb. 22]. All are uhf stations.

Vhf ch. 7 WORD-TV holds a grant for Hogback Mt., near Spartanburg. It asked the Commission to permit it to start operations on Paris Mt., outside of Greenville, from the existing tower of the former WFBC-FM Greenville. The Commission granted this late in January [B•T, Feb. 1].

Protestants questioned the principle of allowing WORD-TV to operate in the Greenville area, claiming economic injury, loss of network affiliations, etc. This was predicated on their allegations that WORD-TV would not construct its station on Hogback Mt., and that in order to secure a CBS-TV affiliation, it was required to become a "regional" station. The FCC, in turning down the three protests, declared that the authority is for interim operation only, and that WORD-TV would still meet all the requirements of separation, signal strength over principal city, etc.

Comr. Robert T. Bartley dissented in the WAIM-TV denial, and concurred in the result but not the opinion in the WGVL denial. Comr. Hennock was not present.

Similar Pennsylvania Case

Meanwhile, a similar situation seemed to be building up in southeastern Pennsylvania.

Five uhf stations in Harrisburg and York, Pa., petitioned the FCC last week for rehearing in its grant to WGAL-TV Lancaster to move permanently to vhf ch. 8, increase power to 316 kw and move its transmitter site from Lancaster to near Hellam, Pa., 17 miles away, with a 1,000-ft. antenna. This grant was made late in January after WLAN Lancaster withdrew its opposing application for the same facility [B•T, Feb. 1].

Stations protesting what they called WGAL-TV's attempt to become a "regional" station were WTPA (TV), ch. 31; WCMB-TV, ch. 27; WHP-TV, ch. 25, all in Harrisburg, and WSBA-TV, ch. 43, and WNOW-TV, ch. 49, both in York. All except WCMB-TV are on the air.

Protest alleged that at its new location and with new powers, WGAL-TV will put a Grade A signal into Harrisburg and York which might lose for the uhf stations their network affiliations, national and spot advertising, and might force them out of business. They claimed that the new transmitter site was 15 miles closer to York and 14 miles closer to Harrisburg and 16½ miles farther from Lancaster than the prevent WGAL-TV site.

Asking for a hearing, the five uhf stations asserted that large area coverage on the part of the prospective WGAL-TV would diminish that station's local originations for Lancaster viewers and, conversely if any of the uhf stations were forced to discontinue, reduce local service for Harrisburg and York viewers. They also claimed that full power WGAL-TV at the Hellam location would react against full power for WDEL-TV Wilmington, Del., and WLEV-TV Bethlehem, Pa., in order to avoid overlap among the three commonly-owned stations, all owned by J. F. and J. H. Steinman.

New Witnesses Set On FCC Fee Hearing

PREPARATIONS are underway for the Senate Communications Subcommittee hearing next Tuesday (March 16) on the FCC's proposed schedule of license fees [B•T, March 1].

It is expected FCC will testify. Also slated to appear are spokesmen for the Interstate Commerce Commission and the Maritime Commission. Only "outside" witness thus far scheduled is Carl Shipley, Washington attorney, who will represent WHAR Clarksburg and WKYR Keyser, both W. Va.

NARTB had not yet informed the subcommittee whether it would appear but it was understood the association was balloting board members on the subject [CLOSED CIRCUIT, March 1].

The hearing is to be held on Sen. Ed C. Johnson's (D-Colo.) measure (S 2926) which would permit FCC to set "nominal" fees or charges for station applications, permits and licenses [B•T, Feb. 15].

FCC had set an April 1 deadline for comments on its proposed schedule of fees.

FCC Fees Should Subsidize Stations in Red, Says Brown

PROPOSAL that the FCC use any fees collected to subsidize broadcast stations "in the red" was made last week by Gordon P. Brown, president, WSAY Rochester, N. Y. Mr. Brown's suggestions were contained in comments on the FCC's proposed $325 per application charge in line with instructions from the Budget Bureau [B•T, Feb. 1, et seq.].

Recommending that any fee be based on a fixed percentage of net earnings, before taxes (which would absolve amateurs, educators and other non-profit broadcasters from the charge), Mr. Brown, an inveterate and longtime foe of networks, went on:

Too many important areas in the U. S. have lost the services of a local radio station. . . . It is absolutely essential if the FCC is to prevent many of the existing stations from closing down, or being sold to monopolistic groups, some subsidy must be used. . . .

At the outset, Mr. Brown opposed the charge of a fee as a discrimination against radio stations.

Among other comments filed last week, R. P. Jordan, manager, WDJB Roanoke, Va., declared he had no broad objections. He asked, however, whether there should not be a single fee covering both main and auxiliary transmitters. Mr. Jordan is one of the few who have interposed no objection to the proposed fee schedule. Others, submitting comments last week, pointed up what they called "inequities" and generally favored a schedule of proportionate charges based on ability to pay.

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WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

'STRIKE IT RICH' STILL MAKES NEWS

A New York State investigating unit gives the show a clean bill of health, while a New York Congresswoman introduces a bill to make stations investigate charities.

THE RADIO and television program, *Strike It Rich*, made news in two cities last week.

• In Washington, Rep. Katherine St. George (R-N. Y.) introduced a bill in the House as a result of the furor aroused about the program in her home state a month ago [CLOSED CIRCUIT, March 1].

• In Albany, N. Y., the giveaway program cleared one of its current hurdles when the state's Joint Legislative Committee Investigating Fraudulent Charities gave it a clean bill of health.

Rep. George dropped her bill in the hopper Wednesday. The proposed legislation would require station licensees to investigate persons and organizations on whose behalf contributions are solicited on radio and tv programs.

The bill (HR 8196) was referred to the House Interstate & Foreign Commerce Committee.

Would Amend Act

Wording of the measure which would amend Sec. 303 of the Communications Act:

(s) Make rules and regulations requiring any broadcast station licensee who permits any program to be broadcast over his station which solicits contributions (including money, service, and all other things of value) on behalf or for the benefit of any person or organization, to make an investigation of such person or organization which is sufficiently complete to enable the licensee to answer any inquiries which are reasonably to be expected from prospective contributors. In making its rules and regulations under this subsection, the Commission may make such reasonable exceptions as it finds will serve the public interest.

Mrs. St. George has said the legislation was drawn up so as not to be "too restrictive," for example, in interfering with program content. The Congresswoman, however, has made it clear the bill was introduced as a result of the latest controversy over the *Strike It Rich* program [B•T, Feb. 22].

REP. ST. GEORGE

State Sen. Bernard Tomkins, chairman of the New York investigating committee, reported that his group's investigators had checked the program's books [B•T, Feb. 15] and found that *Strike It Rich* accepted voluntary contributions from viewers and listeners and passed the money on to the beneficiaries at an administrative cost of 2% which the committee did not regard as excessive.

Sen. Tomkins and Assemblyman Samuel Rabin, committee vice chairman who joined the chairman in making the announcement, said the committee "feels that it is not within its province to pass on the good taste of a radio or television program. The committee is interested solely in proposing remedial legislation where it is found to be necessary."

Spokesmen for Walt Framer Productions, which produces the program, said they were pleased with the committee decision, and also noted that since it came under fire the show's ratings had increased. Additionally, they said, Colgate-Palmolive Co. has since renewed the show on both radio and tv for 13 weeks. Colgate sponsors *Strike It Rich* on CBS-TV Mon.-Fri., 11:30 a.m. to noon, and Wed., 9-9:30 p.m., and on NBC Radio (using a tape from the video version) Mon.-Fri., 11-11:30 a.m. William Esty Co. is the agency.

The flurry over the program started a month ago when New York City Welfare Commissioner Henry L. McCarthy branded it a "national disgrace" and held that it made a public solicitation of funds and accordingly needed a license from his office in order to continue to operate [B•T, Feb. 8]. He claimed people had been attracted to New York in hopes of getting "easy money" on the show and had wound up on relief.

With the legislative committee's clearance of the program there were indications that Mr. McCarthy might resume his attacks, which he had stopped when the Tomkins committee took over investigation. Spokesmen for the program said they had heard reports that he would renew his demands that *Strike It Rich* seek a license, but that no such demands had been made. They reiterated that the program had never made public solicitation of funds and that licenses law did not apply to the show.

Kilgore 'Monopoly' Charge Received

BOTH the Senate Interstate & Foreign Commerce and the Judiciary Committees have received Sen. Harley M. Kilgore's letter requesting a study of what he has called "a threat of developing monopoly in communications" [B•T, March 1]. (See editorial, page 114.)

But there is no indication that either committee is making plans to take up the West Virginia Democrat's suggestion that Congress do something about his allegation that radio interests are taking over tv.

No new moves were reported last week. The communications subcommittee of the Senate Commerce group was busy boning up on the latest in the broadcast field (see story, page 46) while the Senate Judiciary Committee had its hands full with a host of other legislative matters.

Sen. Kilgore's office said it was assuming that the Senator's letter would be referred to Sen. Potter's communications subcommittee.

FCC Orders KSTM-TV Into Ch. 11 Hearing

THE FCC last week ordered Broadcast House Inc., licensee of uhf ch. 36 KSTM-TV St. Louis, Mo., into the vhf ch. 11 hearing in that city.

The order also added an additional issue to the St. Louis hearing: Whether KSTM-TV has the right to apply for a frequency while it holds a grant for another channel. KSTM-TV began operating last October.

Last week's order is in line with a U. S. Court of Appeals ruling that the Commission must give KSTM-TV a hearing before refusing to accept its application for vhf ch. 11 [B•T, Jan. 18]. The FCC twice refused to accept the uhf station's application for ch. 11 on the ground that it could not apply for a facility in the same market for which it holds a CP. KSTM-TV has offered to give up its uhf frequency if it wins the ch. 11 grant.

The FCC's order is hinged on the U. S. Court of Appeals vacating its stay against the holding of the St. Louis ch. 11 hearing. It was understood that the Commission staff was drawing up a motion to vacate the stay which would satisfy other parties in the court case: CBS and 220 Television Inc. These two, and St. Louis Amusement Co. and St. Louis Telecast Inc. (60% owned by WEW) are competing in the ch. 11 case.

Two weeks ago, KSTM-TV, which is officially applying for East St. Louis, Ill., filed an amended application for the ch. 11 assignment, following receipt of a McFarland letter from the FCC [B•T, March 1]. The station is mainly owned by principals associated in KSTL St. Louis, Mo., and the *East St. Louis Journal*.

Formal Bid for WGR Sale At $1.45 Million Filed

FORMAL applications for the $1.45 million sale of WGR Buffalo by Leo J. Fitzpatrick and I. R. Lounsberry to Niagara Frontier Amusement Corp., holder of an initial grant for vhf ch. 2 there [B•T, Feb. 22], were filed with FCC last week. The transfers are contingent upon final grant of ch. 2 to Niagara Frontier, representing a merger of certain original contestants.

Niagara Frontier is the survivor applicant, with Victory Television Corp. and Niagara Falls Gazette Pub. Co. acquiring part interests. Gazette Pub. Co. would dispose of WHLD Niagara Falls. Part of the merger proposal also involved purchase of the fourth contestant, WGR. Hearing on Niagara Frontier was ordered by the Commission to determine the good faith of another applicant, Enterprise Transmission Inc., now dismissed.

The WGR transfer bid included balance sheet for Dec. 31, 1953, which showed current assets of $424,551, other assets $545,627, fixed assets $142,765 and total assets $1,116,731. Tv development costs were listed at $68,844. Current liabilities were $69,258, capital stock $500,000. Earnings "retained for use in business" were listed as $492,239 as of Jan. 1, 1953, with net profit as of Dec. 31, 1953, given as $55,234.

Johnson Baseball Proposal Before Subcommittee Thursday

A SENATE Judiciary Subcommittee Thursday will hear Sen. Ed C. Johnson's (D-Colo.) proposed legislation that would bring under antitrust laws any professional baseball club owned by a beer or liquor company.

The Anti-Trust & Monopoly Subcommittee is headed by Sen. William Langer (R-N. D.) who also is chairman of the full Senate Judiciary Committee.

The hearing was announced last week. It will be held in Room 424 in the Senate Office Bldg., starting at 9:30 a.m.

The group Friday invited as witnesses August A. Busch Jr., owner of the St. Louis Cardinals and president of the Anheuser-Busch Inc. brewery in St. Louis (Budweiser beer), and Baseball Commissioner Ford Frick, Attorney General Herbert Brownell Jr. and Federal Trade Commission Chairman Edward F. Howrey.

It is assumed that Sen. Johnson also will appear as the sponsor of the measure (S J Res 133).

Sen. Johnson had attacked Mr. Busch as building up an alleged beer monopoly using a Cardinals' regional radio network as the instrument. This, the Senator had asserted, was being done at the expense of minor leagues.

Mr. Busch answered the Senator's charges by

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11
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asserting that legislation "aimed at an individual or single person" was not "proper" and by defending brewery sponsorship of baseball broadcasts.

Also on the subcommittee are Sens. Robert Hendrickson (R-N. J.), Everett M. Dirksen (R-Ill.), Harley M. Kilgore (D-W. Va.) and Estes Kefauver (D-Tenn.).

Carthage, Great Bend Granted Vhf Tv Outlets

CARTHAGE, N. Y. (4,420 pop.), and Great Bend, Kan. (12,665 pop.), each won a new vhf tv station last week as FCC granted ch. 7 at Carthage to Brockway Co. and ch. 2 at Great Bend to Central Kansas Television Co.

The grant to Brockway is conditioned upon the firm surrendering its permit for uhf ch. 48 WWNY-TV Watertown, N. Y. Construction upon WWNY-TV was halted when FCC proposed to allocate ch. 7 to the area, a move supported by Brockway and subsequently made final by the Commission. Both Carthage and Watertown are in upstate Jefferson County, which has a total population of 85,000-plus. Watertown's population is about 34,000.

The Carthage ch. 7 station will have effective radiated power of 191 kw visual and 102 kw aural with antenna height above average terrain of 720 ft.

Louis Saiff Jr., WWNY-TV manager, said the ch. 7 station should be on the air by August with GE equipment and is hopeful of CBS and ABC affiliations. Weed Television will be representative, he said.

The Great Bend ch. 2 grant specifies 100 kw ERP visual with antenna height above average terrain of 970 ft.

Central Kansas Television is headed by E. C. Wedell, electrical supplier, and other local businessmen.

House Unit Approves Excise Tax Reduction Bill

HOUSE WAYS & MEANS Committee last week approved a bill that would reduce Federal excise taxes on a selective list of items.

These items are of interest to broadcasters: Admissions taxes from 20% to 10%; domestic telegraph, cable and radio messages from 15% to 10%; leased wire service teletypewriter or talking circuit special service from 15% to 10%; "electric tubes" from 20% to 10%; photographic apparatus and equipment from 20% to 10%. Radio and tv sets are not affected as the excise tax at the manufacturing level for both is 10%.

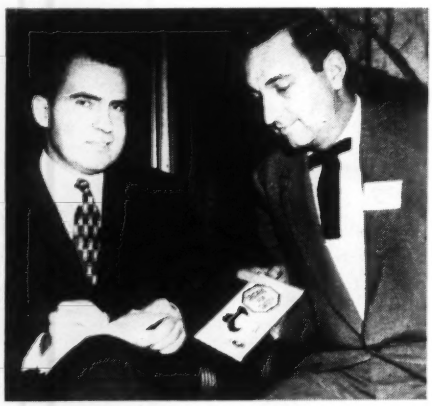
Accord Reached on Forming Tall Tower Study Committee

ORGANIZATION of an *ad hoc* committee to look into the question of marking and lighting tall structures—particularly tall, guyed tv towers—was approved last week by member agencies of the Airdromes, Air Routes and Ground Aids subcommittee of the Air Co-ordinating Committee [B•T, Jan. 11 et seq.].

Purpose of the working group is to see whether present provision for marking and lighting air "hazards" are adequate in the light of mushrooming tall tv towers. Terms of reference for the group call for a report to the AARGA subcommittee on this as well as high power lines and other structures, and on the adequacy of present marking and lighting standards for guy wires themselves.

Composition of the *ad hoc* committee will comprise government agency representatives (FCC, CAA, military services) as voting members. Other interested associations (NARTB, AFCCE, FCBA as well as aviation groups) will be given associate membership on the group, but with no voting rights. Names of committee members may be known next week.

Should the *ad hoc* committee find that present marking and lighting standards are not adequate, it is also empowered to investigate various means by which deficiencies may be overcome. All meetings during the investigation of both phases will be open, it was said.



DURING White House Highway Safety Conference [B•T, Feb. 22], Vice President Richard M. Nixon signed a Crusade for Safety Pledge for Gene Spry, KPHO Phoenix, representing Arizona radio-tv stations at the Washington meeting.

Bangor, Las Vegas Applicants in Clear

PROSPECT of initial decisions to grant new tv stations on vhf ch. 2 at Bangor, Me., and vhf ch. 13 at Las Vegas, Nev., appeared last week as FCC approved dismissals by competing applicants. Similar new petition also was filed involving vhf ch. 2 at Spokane, Wash.

At Bangor, the Commission approved petition of WLBZ there to withdraw, leaving in the clear the ch. 2 application of Murray Carpenter's WGUY Bangor. WLBZ acquires option for 40% interest in the tv venture.

At Las Vegas, H. L. Cravens, doing business as Western Television Co., was granted dismissal, leaving unopposed the ch. 13 application of KRAM there. Mr. Cravens, Texas insurance man, told FCC his other business interests required his full attention.

At Spokane, KNEW petitioned FCC to dismiss its ch. 2 application, in contest with the ch. 2 bid of Louis Wasmer, operator of KREM Spokane. KNEW explained it must drop out because Mrs. Earl C. Hagadome, wife of the station's president, is critically ill. KNEW is to be reimbursed $32,500 by Mr. Wasmer to cover part of its tv litigation expenses.

House Okays VOA Budget

HOUSE last week tentatively approved $18,039,000 budget for the Voice of America which the House Appropriations Committee had passed on the week before [B•T, March 1]. The Appropriations Committee had approved the full amount recommended for VOA's operation by the U. S. Information Agency. The omnibus bill, which also includes budget funds for other agencies, now will go to the Senate.

Southern Broadcasting Wins Charleston Initial Decision

INITIAL decision proposing to grant a new tv station on vhf ch. 2 at Charleston, S. C., to Southern Broadcasting Co., licensee of WUSN there, was issued a fortnight ago by FCC Examiner Charles J. Frederick.

Ruling was made possible by the withdrawal of a competing bid by Charleston Broadcasting Co., operator of WHAN Charleston [B•T, Feb. 22]. WHAN told FCC it had counted on a merger, hence was not ready for hearing.

J. Drayton Hastie, general manager and part owner of WUSN, said the prospective tv outlet should be completed by September using RCA equipment. Network affiliation will be NBC, he said.

Ike Reappoints Miller

JUDGE JUSTIN MILLER, retiring board chairman of NARTB, last Tuesday was reappointed by President Eisenhower as a member of the U. S. Advisory Commission on Information. The term expires in January 1956. Sigurd S. Larmon, president of Young & Rubicam, New York, was named a new member of the Commission, his term expiring in January 1957. Mark A. May, director of the Institute of Human Relations at Yale U., was reappointed to the Commission for two years. All nominations are subject to Senate confirmation.

Doerfer Names McElroy

APPOINTMENT of James B. McElroy, Ventura, Calif., as engineering assistant was announced last week by FCC Comr. John C. Doerfer. Since 1950 an electronics engineer with the Navy, Mr. McElroy assumed his new post last Monday. An electrical engineering graduate of Ohio State U., he was employed from 1937-1945 as chief engineer of government-owned commercial radio stations in Guatemala. From 1945-1949, Mr. McElroy operated his own commercial station in that country.

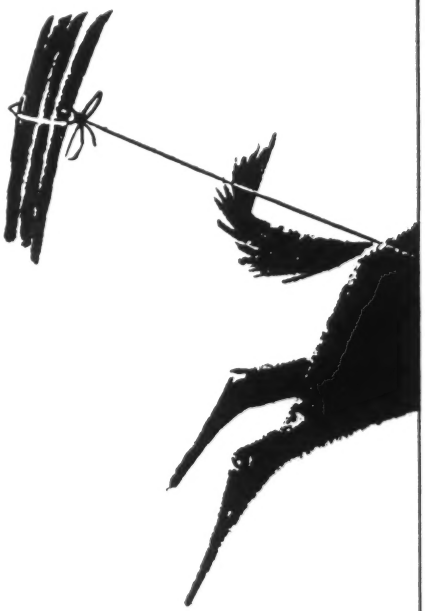
WNET (TV) Grants Protested

WPRO-TV Providence last week protested FCC's grants to uhf ch. 16 WNET (TV) there for additional time to complete construction and of a special temporary authorization for interim operation. Vhf ch. 12 WPRO-TV claimed that the FCC grants should be set aside on ground that WNET was not diligent in construction and because of economic injury.

FCC earlier denied a WPRO-TV request that the STA given WNET be stayed because of economic injury [B•T, March 1, Feb. 22]. Meanwhile, the hearing record was closed last Tuesday in FCC's hearing on the Sec. 309(c) economic protest by WNET against WPRO-TV, instituted last fall. Case pends initial decision.

Ask Tv Ban on Liquor

TV COMMERCIALS showing people drinking alcoholic beverages would be banned under terms of a bill introduced last week in the Michigan Legislature. Liquor license of any liquor, beer or wine manufacturer or retailer permitting such ads would be revoked. The bill was reported favorably by the House Liquor Committee after legislators received swarms of letters and telegrams advocating the legislation.



More reach ...better pickings

When you're using spot radio to cover a national market, you want all the reach you can get. You want stations like WJR, which gives you the best possible radio coverage of a broad market of 15 million people, some 10% of the nation's buying power. This is the kind of mass advertising that means real efficiency for every dollar you spend. Ask your Henry I. Christal representative about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

WQXR AND KPMC GET I-B STATUS

CONFIRMATION by FCC of the Class I-B status of WQXR New York and KPMC Bakersfield, Calif., on 1560 kc under the 1950 North American Regional Broadcasting Agreement was set forth by the FCC last week in a memorandum opinion and order which (1) approved a power boost to 50 kw directional for WQXR from its present 10 kw, operating full time; and (2) granted KPMC a change from 1 kw to 10 kw, directional, also full time on 1560 kc.

Cuba holds Class I-B priority on 1560 kc. Case involving KPMC and WQXR has been in litigation since 1946. Both stations are class II under the old NARBA.

The case originally involved eight conflicting applications for nighttime operation on 1560 kc, but all except WQXR and KPMC withdrew [BROADCASTING, Nov. 10, 1947]. The record was closed in December 1947. Principal issues involved coverage, interference and "possible classification" of the proposed operations as U. S. I-B outlets, FCC said.

The Commission's memorandum opinion explained that Sec. 3.25(b) of its rules allows assignment of 1560 kc to I-B stations and NARBA 1950 provides for Class I-B assignments to WQXR and KPMC. WQXR would be limited to 10 kw radiation toward Las Villas, Cuba.

The order said "it is the Commission's opinion that the confusion arising from the present anomalous status of stations WQXR and KPMC should be resolved and since no substantial reason exists for not granting such recognition to stations WQXR and KPMC the Commission hereby recognizes stations WQXR and KPMC as Class I-B stations."

Pioneer good music station and an independent outlet, WQXR becomes the eighth 50 kw station in the New York area. KPMC is an ABC affiliate.

Freedom of Speech At Stake in Maryland

FREEDOM of speech in Maryland is at stake in a misdemeanor indictment handed down against Fulton Lewis jr., MBS commentator, by a St. Marys County grand jury [B•T, March 1]. The indictments are based on an antique common law of England which was designed to protect the King and Queen as well as other public officials from criticism.

The *Washintgon Post* called the indictment "a naked piece of political reprisal" instigated by local politicians who had been castigated in MBS broadcasts by Mr. Lewis. The *Washington Evening Star* warned that commentators and newspaper editors, along with every citizen, could be subject to similar criminal action for any criticism of law enforcement.

Calif. Dems. Charge KABC-TV With 'Unbalanced' Programs

FORMAL complaint against KABC-TV Hollywood was mailed to FCC Thursday by California Democratic National Committeeman Paul Ziffren in dispute over presentation of Republican-sponsored *Washington Calling* [B•T, Feb. 22] despite fact program is no longer on-the-air.

However, Station Manager Frank King denied program was cancelled because of Democratic Party pressure. He pointed out station's 8-week contract with Republican Associates, sponsors of *Washington Calling*, had expired and was not renewed by the group.

Other station spokesmen said KABC-TV position was unchanged in face of Democratic demand for free time to answer issues raised in previous Republican programs. "If they want to pay, we'll give them equal time," was consensus of statements.

California Democrats filed complaint with FCC on issue of "unbalanced" programming, claiming their party's lack of funds should not have prevented an equal opportunity to discuss issues raised in the Republican program. Station executives denied "unbalanced" programming charge, citing Drew Pearson and other "liberal" spokesmen on KABC-TV.

Still Less Paperwork

IN AN ORDER designed to further reduce unnecessary paper work and administrative burdens for both itself and the broadcaster, FCC last week amended Sec. 1.343 of its rules so that multiple licensees of radio and tv stations need file only one ownership report Form 323 for such stations in any three-year license period. Effective immediately, the change does away with the present requirement that each licensee owning more than one am, fm or tv station must file a full ownership report with each renewal bid.

New Muskogee Tv Station Proposed by Commission

INITIAL decision proposing to grant vhf ch. 8 at Muskogee, Okla., to Tulsa Broacasting Co. was issued last week by FCC Hearing Examiner Millard F. French. Headed by John T. Griffin, Tulsa Broadcasting is licensee of KTUL Tulsa and KFPW Fort Smith, Ark.

Action was made possible by dismissal of two competing applications, those of KBIX Muskogee and Ashley L. Robinson. The latter received $6,000 for expenses incurred in prosecuting his bid.

With a prompt final decision expected, the ch. 8 outlet proposes an August commencement date with Avery-Knodel Inc. as station representative. Network affiliation probably will be sought with CBS, since KFPW, KTUL and KOMA Oklahoma City, another Griffin interest, are radio affiliates of that network, it was reported. Mr. Griffin also is a principal stockholder in vhf ch. 7 KATV (TV) Pine Bluff, Ark., an ABC outlet.

FCC Cuts Field Operations

FCC announced last week it will cut down its field operations by eliminating its Houston, Tex., Regional office and reorganizing the San Francisco Regional and Denver District offices.

Under the amendment of Part O of the Commission's Rules and Regulations New Mexico will be included within the San Francisco Regional office. District office 15 at Denver will now include Texas, Oklahoma and Louisiana. Mississippi will come under the Atlanta Regional office.

Section 0.40 is amended as follows:

The offices of the Regional Managers of the Field Engineering and Monitoring Bureau are located:

Region #1—974 Federal Building, 641 Washington Street, New York 14, N. Y.—To include: Districts #1, 2, 3, 4, 5, and 24.

Region #2—411 Federal Annex, Atlanta, Ga.—To include: Districts #6, 7, 8, 9, 10, and 22.

Region #3—3 3-A Customhouse, San Francisco 26, Calif.—To include: Districts #11, 12, and 15.

Region #4—802 Federal Office Bldg., Seattle 4, Wash.—To include: Districts #13 and 14.

Region #5—P. O. Box 1142, Lanikai, Oahu, Hawaii—To include: District #21.

Region #6—P. O. Box 644, (Rm. 52 U.S.P.O. & Courthouse), Anchorage, Alaska—To include: District #3.

Region #7—832 U. S. Courthouse, Chicago 4, Ill.—To include: Districts #16, 17, and 18.

Region #8—1029 New Federal Building, Detroit 26, Mich.—To include: Districts #19 and 20.

Velde Discloses Ruling On Telecast Coverage

THE HOUSE Un-American Activities Committee has a rule governing telecasts of its hearings, Chairman Harold H. Velde (R-Ill.) has disclosed.

During House debate Feb. 25 on a request for funds to continue the committee, Rep. Velde filed rules adopted last summer by the investigating group. Among them is a section on televised hearings. The rules state that not more than two tv cameras can be used; telecasts shall be available to all under a pooled basis, on the basis of public service only with no commercial permitted from the hearing room "and no actual or intimated sponsorship of the hearings shall be permitted . . ." Also, the rules state the chairman "shall direct that television cameras refrain from photographing the witness during the taking of his testimony" if the witness so requests.

Chairman Velde stressed the rules on tv when Rep. Roy W. Wier (D-Minn.) asked him who on the committee "sets the policy on the use of television and radio" at hearings held in cities other than Washington. Rep. Wier asserted that tv "has been a very good instrument politically" for the committee.

Ch. 3 Contest in Phoenix Receives More Pleadings

COUNTER pleadings, each charging the competitor's tv application is defective because of improper verification and signature, are pending before FCC in the vhf ch. 3 contest at Phoenix, Ariz., involving KTAR there and Arizona Television Co.

KTAR filed its protest Feb. 16 against Arizona Television, partly owned by Edward Cooper, tv director of Motion Picture Assn. of America and former communications expert of the Senate Interstate and Foreign Commerce Committee. FCC's Broadcast Bureau has recommended this petition be denied since an applicant "should not be disqualified on such a technicality." Arizona Television filed against KTAR March 1 on similar grounds.

KTLG (TV) Transfer Sought

H. L. HUNT, multi-millionaire Texas oilman, filed application with FCC last week for assignment of his permit for uhf ch. 43 KTLG (TV) Corpus Christi to Trinity Broadcasting Corp. at $5,600 cost. He cited pressure of other interests as the reason. Trinity is licensee of KLIF Dallas and KELP El Paso and is operated by Gordon McLendon, involved in counter-suits with major league baseball clubs over game rebroadcasts [B•T, Feb. 22]. Mr. Hunt reported net worth of $8 million plus.

Plan Fm Channel Switch

PROPOSED rule-making proceeding has been announced by FCC to switch fm ch. 239 from Peoria to Effingham, Ill. Comments are due March 26.

ONCE IS WONDERFUL...
TWICE IS TERRIFIC!

again

TELEPULSE RATES KLZ-TV DENVER'S MOST POPULAR TV CHANNEL

this time with FOUR channels on the air!

In November, 1953, Telepulse reported that KLZ-TV... with less than 30 days on the air... had overwhelming audience leadership among Denver's three channels. In January, with all FOUR TV channels on the air, Telepulse again rated KLZ-TV Denver's most popular station.

KLZ-TV IS FAR OUT FRONT ANY WAY YOU LOOK AT IT:

- QUARTER-HOUR AUDIENCE RATIO
- SHARE OF AUDIENCE
- HIGH-RATING PROGRAMS

To Wit...

- Leads in 29 out of 32 daytime weekday quarter-hours.
- Has 8 of the top 10 once-a-week shows (including first place).
- Has 7 of the top 10 multi-weekly shows (including first place)... and of these, 6 are KLZ-TV local originations.

On KLZ-TV... Denver's most popular:

- Local newscast and weather... 10 p.m.
- Local western show for kids... Sheriff Scotty
- Local sports show... Larry Varnell's Sports Shop
- Local kitchen show
- Locally sponsored half-hour program... Life of Riley

...AND OTHER CONVINCING FIRSTS!

See your KATZ man for the Denver TV BUY

This consistent dominance of the Denver TV scene is conclusive evidence of viewer preference for Channel 7's strong program combination... top local presentations and CBS Television shows.

KLZ-TV channel **7** DENVER

CBS AFFILIATE

Owned and Operated by Aladdin Radio & Television, Inc.

Since the above survey, KLZ-TV has doubled its power to 110,000 watts, and will soon go to 316,000 watts!

RADIO-TV FLASH HOUSE SHOOTING OVER U.S.

Rep. Bentley, most seriously wounded of the Congressmen, is himself a radio man—vice president-part owner of WKNX Saginaw, Mich.

MAJOR ROLE of radio and television networks and stations in alerting the nation to momentous events was underlined last Monday when, within minutes, they flashed the news of the shooting of five Congressmen in the House chamber.

A little publicized sidelight to the shooting was the radio-tv holdings of the Congressman who was shot up the most. Rep. Alvin M. Bentley (R-Mich.) who suffered a bullet wound of the lung and the liver is vice president and part-owner of WKNX-AM-TV Saginaw, Mich. His condition, critical at first, was improving last week.

Rep. Bentley who was visited at the hospital last week by part-owner and president of the stations, William Edwards, acquired an interest in the stations in 1952 about the time he was elected to Congress.

Another Congressman, Rep. Kenneth A. Roberts (D-Ala.) who was hit by an assailant's bullet in the left leg is a member of the House Interstate & Foreign Commerce Committee. He was recuperating from his wound.

Among stations reporting to B•T:

WHEC Rochester, N. Y., gave listeners on the spot coverage with Warren Doremus, news director, recording a telephone interview with Rep. Kenneth B. Keating (R-N.Y.). Rep. Keating was located at WTOP Washington where he was broadcasting his personal description of the shooting. In his telephone talk with Mr. Doremus, the Congressman told how he was five feet away from Rep. Bentley when the latter was felled by bullets.

WTAG Interviews Philbin

WTAG Worcester, Mass., used a similar process. Newsman Bill Porter talked with Rep. Philip Philbin (D-Mass.) who was at the Raleigh Hotel. WTAG reports the Congressman had to be called from the bathtub. Rep. Philbin, who was in the line of fire, provided Mr. Porter with a three-minute interview.

WBAL-TV Baltimore reports Keith McBee, the station's *Esso Reporter*, scored three exclusives on one program by obtaining a tape interview with Rep. James P. S. Devereux (R-Md.), and two other Maryland Congressmen who were rushed to WBAL-TV studios by police escort to give personal accounts of the shooting and the subsequent events.

Minutes after news wires reported the shooting, WFIN Findlay, Ohio, said News Director Clair Meekins and Manager Harold Heminger followed up bulletins on the air with a telephone recording with Rep. J. E. Betts (R-Ohio) for an eye-witness account. The interview was aired within an hour after the shooting.

Networks and stations continued to provide coverage throughout the day, with special programs presented later that night and the next day. The attack by the three Puerto Ricans began at 2:32 p.m. EST, and within three minutes, bulletins were broadcast on the networks and many stations. A key eye-witness interviewed by all networks was Rep. James E. Van Zandt (R-Pa.), who helped disarm the assailants.

Mutual reported that its Washington correspondent Joe McCaffery, was in a particularly advantageous position because he was in the House chamber with an open microphone. Mr. McCaffery quickly assembled key Congressmen and several eye-witnesses and presented an on-the-scene interview from 3-3:05 p.m. EST. Mutual broadcast more complete interviews and comment on *Afternoon News* (4-4:15 p.m. EST) and *Mutual Newsreel* (9:15-9:25 p.m. EST). Mr. McCaffery's tapes also were presented on WWDC-Mutual Washington.

NBC credited two staff members, Ted Yates, news reporter, and John D. Connolly, news editor for WRC and WNBW (TV) Washington, with helping to apprehend the assailants. They were interviewed for programs on NBC-TV at 3:50 p.m. EST, and 4 p.m. EST, along with Congressmen on the Capitol steps.

Within an hour after the shooting, CBS Radio reported it presented a special broadcast directly from the House Gallery. George Herman, CBS Radio White House correspondent, and Lewis Schollenberger, Washington director of special events, conducted interviews with eye-witnesses. CBS-TV originated its *Douglas Edwards With the News* program (Mon.-Fri., 6:30-6:45 p.m. EST) from Washington instead of New York on Monday night, and presented an over-all account of the incident, as related by eye-witnesses, and films of developments.

From the Gallery

ABC Radio's Gunnar Back started broadcasting from the Radio Gallery in the House at 3:18 p.m. EST, interviewing spectators at the scene. Fuller reports were carried on the radio network on *Headline Editions* (10-10:15 p.m. EST). ABC-TV began telecasting a full hour of on-the-spot interviews via WMAL-TV Washington at 4 p.m. with Bryson Rash questioning Congressmen and other witnesses. At 9 p.m. ABC-TV carried a special half-hour historic film story of the episode.

DuMont provided continuous bulletins on Monday afternoon and, at 6:30 p.m., presented a special interview with Dr. A. Fernes Isern, Puerto Rican Resident Commissioner. On Tuesday DuMont carried a special filmed interview, starting at 4:30 p.m., with Gov. Luis Munoz-Marin of Puerto Rico, which was said to be prepared especially for the network by WAPA-TV San Juan, DuMont affiliate.

Dennis to Head WJNO-TV; Brown Named Chief Engineer

WALTER L. DENNIS, manager of WILS-TV Lansing, has been appointed general manager of WJNO-TV West Palm Beach, Fla., and Walter Brown, veteran RCA-NBC engineer, has been named chief engineer of the Florida ch. 5 station, William H. Cook, executive vice president of Palm Beach Television Inc., announced last week.

MR. DENNIS

Mr. Dennis is known both in the retail and broadcasting industries. He presently is a member of the radio-tv advisory committee of National Retail Dry Goods Assn.

WJNO-TV's on the air target date is set for June 1.

Williamson Named WBZ-WBZA Sales Mgr.

WILLIAM J. WILLIAMSON, for four years sales manager of WLWD (TV) Dayton, Ohio, last week was appointed sales manager of WBZ-WBZA Boston-Springfield. He succeeds C. M. (Tom) Meehan, sales manager of WBZ-WBZA for three and a half years, who has been transferred to Westinghouse Broadcasting Co. headquarters in Washington for special public relations assignments.

A veteran of 20 years in advertising, Mr.

MR. MEEHAN MR. WILLIAMSON

Williamson is a former account executive of Ralph H. Jones Co., Cincinnati agency, and before that sales manager of WKRC Cincinnati. He assumes the Boston post March 15, according to Paul E. Mills, WBZ-WBZA manager.

Mr. Meehan, who reports to Washington headquarters March 22, has been in radio, public relations and newspaper work three decades and is a 10-year Westinghouse executive.

With separation of WBZ's am and tv sales activities in 1950 Mr. Meehan was named sales manager of the Boston-Springfield radio outlets.

STEVENS APPOINTED WNBC SALES HEAD

PROMOTION of George C. Stevens, account executive with NBC's WNBC New York, to sales managership of the station was announced last week by Hamilton Shea, general manager of WNBC-WNBT (TV) New York. Mr. Stevens succeeds Robert Leder, who resigned to become vice president and general manager of WINS New York [B•T, March 1].

Mr. Stevens, who reports to Station Manager Ernest de la Ossa in his new position, joined NBC in 1945 as business manager of the radio recording division. He was named controller of WNBC-WNBT (TV) in 1949 and an account executive for WNBC in 1950.

Management of 3 Poole Stations Consolidated

OPERATIONAL and sales offices of three John Poole Broadcasting Co. California stations, KBIG Avalon and KBIF and KBID-TV, both Fresno, have been consolidated with headquarters at 6540 Sunset Blvd., Hollywood.

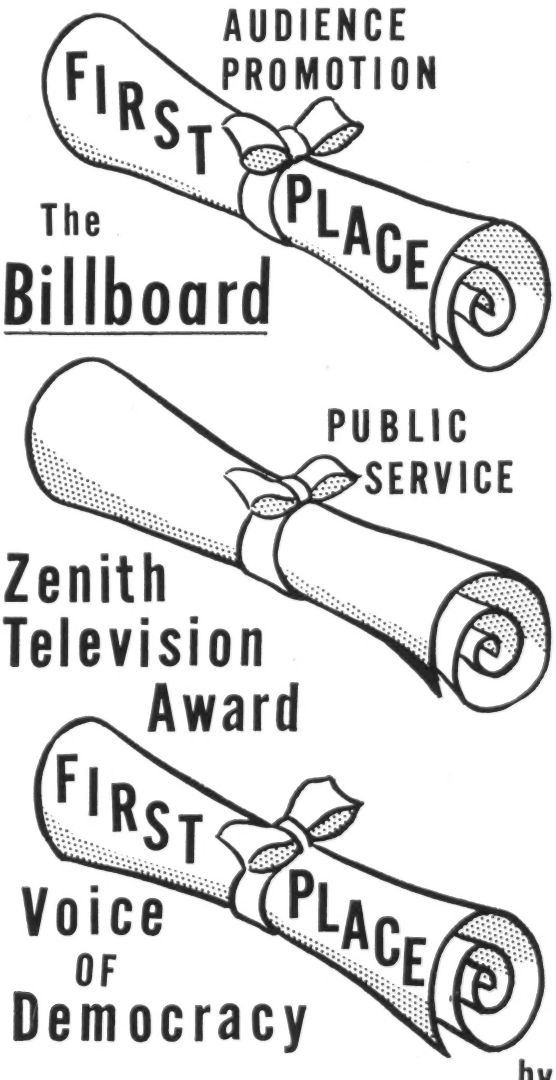
Cliff Gill and Robert J. McAndrews, KBIG operations manager and commercial manager, respectively, assume same positions for the station group while Wallace Hutchihson, tv promotion manager, becomes group sales manager. George Nickson, KBIF station and commercial manager, is promoted to station general manager while Robert Wesson remains KBID-TV general manager.

it ain't June, but WE'VE GRADUATED!

Fast promotion did it.
Six months is a tender age—but we've graduated to the big leagues in our first six months of existence . . . graduated with honors, we might add.

We doff our mortarboard to the Billboard for capping our first half-year with first place in the 16th Annual Audience Promotion Contest. Other achievements include the Zenith Television Award for Public Service, to Miriam Murphy for her Harrisburg Hostess program, and the selection of Joe Gerdes, the Harrisburg entry, as one of the four national winners in the "Voice of Democracy."

Incidentally, we don't specialize in plaque-grabbing promotion and public service are extra-curricular with us . . . Our "major" is in sales achievement, for local, regional and network television advertisers.



WTPA

HARRISBURG PENNSYLVANIA

represented nationally by **HEADLEY - REED TV**

NINETY-SIX advertisers and agency representatives were guests of WHAS Louisville at a two-day meeting convened to consider the Alfred Politz study of attitudes toward radio [B•T, Dec. 14, 1953]. Henry I. Christal, president of the representative firm of that name, here addresses the group at a luncheon. With him are (l to r) Lisle Baker Jr., vice president of the *Courier Journal* and *Louisville Times;* Victor A. Sholis, vice president-director of WHAS; P. A. Wassenmansdorf, General Electric Co. advertising manager, and James Topmiller, WHAS salesman.

KRGV-TV WESLACO DUE ON AIR TODAY

WSJV (TV) Elkhart was to begin test patterns over weekend. KFBC-TV Cheyenne reports good test reception.

WESLACO, Tex., is to receive its first local tv station with KRGV-TV (ch. 5) scheduled to start operations today (Monday). The station was originally slated to commence in late January, when its new antenna dropped 660 feet during hoisting, causing postponement until equipment could be replaced. KRGV-TV is affiliated with NBC-TV and DuMont, and represented by Paul H. Raymer Co.

KFBC-TV Cheyenne, Wyo. (ch. 5), began regular test patterns last week and reports of good reception have been received from 150 miles away, according to William C. Grove, manager. The CBS-TV affiliate expects to start commercial programming March 15.

Test patterns of WSJV (TV) Elkhart, Ind. (ch. 52), were due to begin this past weekend, Lester A. Zellmer, chief engineer, said. Regular programming is set for March 15.

Cites Equipment Delay

KSAN-TV San Francisco (ch. 32) has postponed its starting date because of delay in delivery of vital equipment. The station will begin regular programming April 9 when the San Francisco Seals open the baseball season at home. KSAN-TV will carry all Seals games for the coming season.

Opening program of WTRI (TV) Schenectady, N. Y. (ch. 35), was held Feb. 28. The CBS-TV affiliate is owned by the Van Curler Broadcasting Co., with Col. Harry C. Wilder, president.

The following stations have reported they plan to begin regular operations by March 31:

WINK-TV Fort Myers, Fla. (ch. 11); KWIK-TV Pocatello, Idaho (ch. 10); WSJV (TV) Elkhart, Ind. (ch. 52); KDAL-TV Duluth, Minn. (ch. 3); WSLI-TV Jackson, Miss. (ch. 12); KFBB-TV Great Falls, Mont. (ch. 5); WMUR-TV Manchester, N. H. (ch. 9); KCEB (TV) Tulsa, Okla. (ch. 23); WQED (TV) Pittsburgh (ch. 13), educational; WNET (TV) Providence, R. I. (ch. 16); WLAC-TV Old Hickory (Nashville), Tenn. (ch. 5); WJPB-TV Fairmont, W. Va. (ch. 35); KFBC-TV Cheyenne, Wyo. (ch. 5); WAPA-TV (ch. 4) and WKAQ-TV (ch. 2), San Juan, P. R.

(For details, see TELESTATUS, page 105.)

WATL Resumes March 15 Under New Call, WAOK

WATL Atlanta resumes broadcasting about March 15 with a new call, WAOK, and will direct its programming to the 250,000 Negroes in the area, it was announced last week.

Twenty-three-year-old WATL, 5 kw on 1380 kc, has been silent since Feb. 26 pending reorganization of the licensee and reconstitution of its program schedule, according to Zenas Sears, formerly of WGST Atlanta and scheduled to be program director and promotion manager of WAOK. Pending before the FCC is an application to assign the license of WATL from Atlanta Broadcasting Co. to WAOK Inc. Both are 100% owned by J. W. Woodruff Sr. Nationally, WAOK will be represented by Forjoe Inc. In the Southeast, the station will be represented by Dora-Clayton.

L. M. George, manager of WGPC Albany, Ga., will be general manager of WAOK. Station executives will be Dorothy Lester, remaining as station manager; Mr. Sears; Stan Raymond, formerly Dora-Clayton, commercial manager, and Eathel Holley, remaining as chief engineer. The board of directors of WAOK Inc. will comprise these executives and Mr. Woodruff and his son J. Barnett Woodruff.

In addition to the Atlanta station, Mr. Woodruff also owns WGPC Albany and WRBL Columbus, Ga.

WPIX (TV) Rate Changes

WPIX (TV) New York last week announced a change in its volume sales plan discount from 50% to 40%, effective March 1, pending issuance of a supplement to its rate card No. 5. Six months' protection is guaranteed advertisers on record as of March 1 and who continue without lapse.

The station also announced new prices for its weekly "run-of-the-station" ID announcements. Advertisers may buy 20 ID announcements weekly for $500 and 50 for $1,000.

Weed Challenges Claims Tv 'Overcommercialized'

READINESS of the television industry to accept criticisms for "overcommercialization" of tv was challenged last week by Joseph J. Weed, president of Weed Television Inc., station representatives.

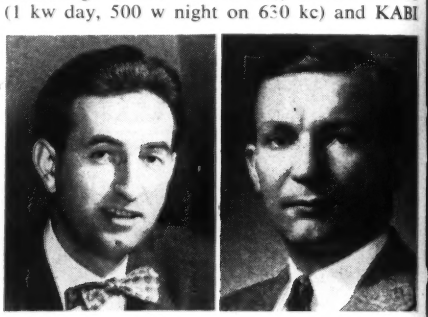
Mr. Weed acknowledged that even "a single complaint" about "overcommercialization" warrants self-appraisal, but he urged that the industry consider "the quality of the commercials along with the quantity." He asserted that commercials are "necessary ingredients to the American system of television and can be made agreeable to all," pointing out they must be designed to interest the viewer as well as sell the sponsors' products.

Bramstedt, Fletcher Named To Midnight Sun Positions

APPOINTMENT of Alvin O. Bramstedt, manager of KFAR Fairbanks, Alaska, as general manager of the Midnight Sun Broadcasting Co., was announced by President Austin G. Cooley last week.

Mr. Cooley also announced the appointment of James C. Fletcher, eastern Midnight Sun sales manager and former Alaska radio station manager, as national sales manager for the four-station group.

Midnight Sun, which early this year bought out the assets of Aurora Broadcasters Inc. through a stock transaction [B•T, Feb. 1], owns KFAR Fairbanks (10 kw on 660 kc), KENI Anchorage (5 kw on 550 kc), KJNO Juneau (1 kw day, 500 w night on 630 kc) and KABI



MR. FLETCHER MR. BRAMSTEDT

Ketchikan (1 kw day, 500 w night on 580 kc). The last two stations formerly were owned by Aurora, which contained as stockholders some Midnight Sun principals. Midnight Sun is controlled by the estate of the late Capt. A. E. Lathrop.

KATV (TV) to 172.6 Kw

KATV (TV) Pine Bluff, Ark., put its new 20-kw transmitter into use Feb. 24 to increase its effective radiated power from 43 to 172.6 kw and extend its "snow-free" coverage to a radius of 80 miles from the 1,000-foot KATV tower, James P. Walker, general manager, has announced. He said the ch. 7 station now covers 26 counties with a population of 806,000—42% of the state's population.

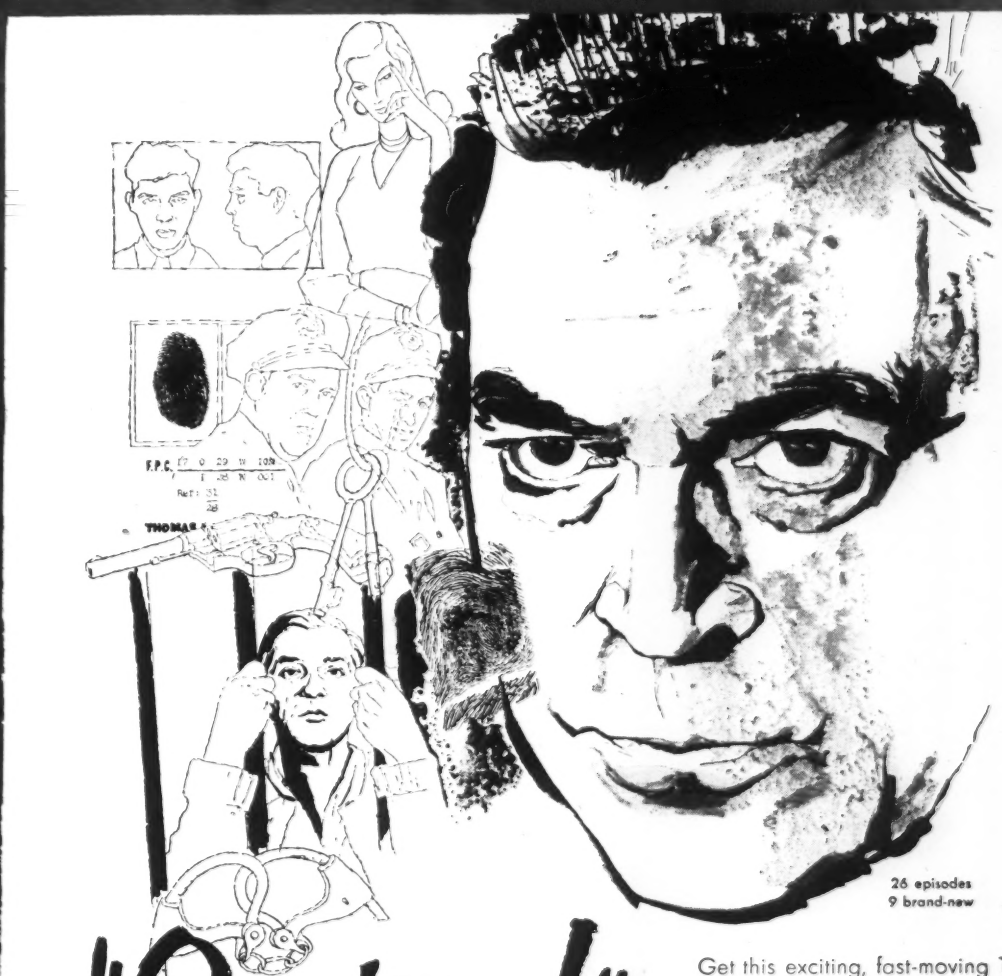
KNXT (TV) Increases Power

VISUAL signal of KNXT (TV) Hollywood was increased from 25 kw to 46.8 kw during the CBS-TV *Toast of the Town* program yesterday (Sunday) when host Ed Sullivan pulled a switch in New York to activate new station equipment on Mt. Wilson, Calif. Equipment, housed in a concrete fireproof building, and a new transmission tower, 466 feet above ground level and 6,200 feet above sea level, also increased aural signal from 12.5 kw to 23.4 kw.

BROADCASTING
TELECASTING

telecast

FILM FEATURE SECTION



"Captured"

Get this exciting, fast-moving TV dramatic film series for exclusive sponsorship in your city. A smash hit as GANGBUSTERS on network—now released locally in new format... with CHESTER MORRIS as host. This profit-proved program includes full-scale promotional support in *all* markets.

For details write, call or wire us immediately.

NBC FILM DIVISION

NEW YORK, CHICAGO, LOS ANGELES

Serving All Sponsors...Serving All Stations

YOU CAN BE FIRST IN YOUR TV MARKET!

PREMIERE A NEW MOTION PICTURE EVERY WEEK

YOUR VIEWERS SEE THEM EVEN BEFORE THEATRE AUDIENCES!

HERE IS SHOWMANSHIP that proves leadership—builds prestige—affords outstanding opportunity for promotion. In Vitapix Feature Theatre you have the *first*, the *only* feature-length motion pictures ever produced *for* TV. You run them before theatres anywhere.

AVAILABLE FOR APRIL 1st RELEASE—Among leading stars are Jeffrey Lynn, Lee Bowman, Akim Tamiroff . . . scripts by top writers . . . produced by Burt Balaban and Princess Pictures, Inc.

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features

- **A new film center is growing in Washington, D.C. News shows started it, but others are in development.** **Page 62.**

- **Making color film for tv has its problems, but chances are good they'll be solved.** **Page 66.**

film maker

MAURICE UNGER

PRIOR to joining Ziv Television Programs Inc. three years ago, Maurice Unger, now Ziv's vice president in charge of West Coast operations, had absolutely nothing to do with the entertainment field. After a varied professional career, Mr. Unger says he has at last found the field where he will be content to stay.

Born in Cincinnati on August 16, 1913, Mr. Unger, whose nickname of "Babe" goes back beyond his memory, was interested only in athletics until his late teens. His first job at the age of 17 was running a "Tom Thumb" golf course.

Joining the Tom Collins Corp., Cincinnati, he remained with that firm for 14 years, and when he handed in his resignation, he did so as president. During this period and the subsequent three years when he was president of Charles A. Maish, Franklin, Ohio, manufacturer of commercial felt, he invented a launching and landing device for aircraft and designed and built filtering and packaging equipment.

Now firmly entrenched in tv film production, he comments "after you strip away the romance and glamour of pictures, it all boils down to a manufacturing business."

With 300 tv films to his credit, Mr. Unger recalls arriving in Hollywood in October 1950 with "an inexhaustible supply of inexperience." When Ziv decided to enter tv, President John L. Sinn wanted someone he knew and not necessarily someone who knew the business. His close friend for 32 years filled the bill.

One of Mr. Unger's first steps was to plan a shooting schedule for some 80-odd films to be made in 1951. Drawing on his manufacturing experience, he devised a scheduled which called for a December 13th deadline at 6 p.m. The last film was completed on that date, but at 4 p.m.

His goal is to turn out the best in tv films. He is a firm believer in specialists. "A picture's quality is determined before shooting," he declares, adding "production is merely carrying out a three-fold operational plan of quality, budget and schedule."

Crediting Ziv's large sales force with keeping a finger on the pulse of viewers' tastes, Mr. Unger operates on the theory that there is a great deal of difference between what can't be done and what hasn't been tried.

When Ziv acquired *I Led Three Lives*, he and Mr. Sinn walked the streets with a camera trained on them as they entered and left buildings, etc. After viewing the results, they chose methods and techniques that just hadn't been tried before.

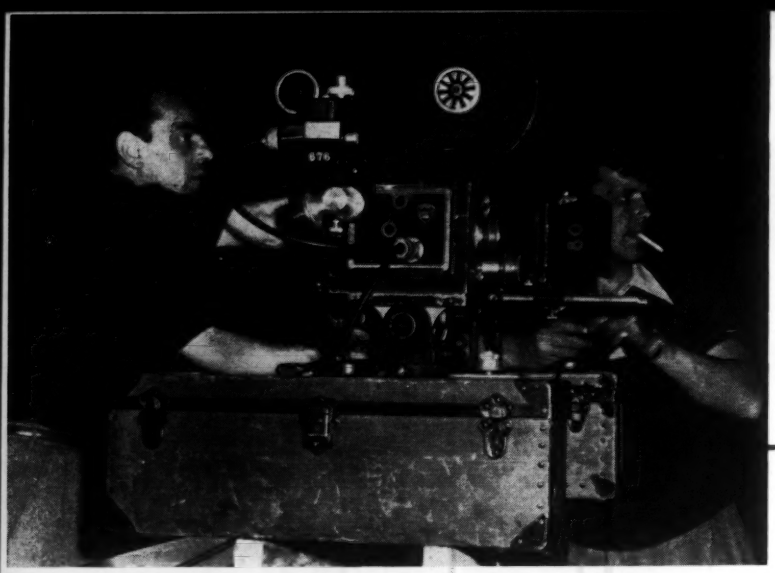
He personally reads each script. To get a proper standard as to what is a good story, he believes that one which 130,000,000 Americans think is good—is good. On that basis material for *Favorite Story* is selected.

Completed to date are 60 *Boston Blackie*, 39 *Unexpected*, 104 *Cisco Kid*, 25 *I Led Three Lives* and 60 *Favorite Story*, of which approximately 150 of these half-hour programs have been shot in color.

Currently in production are films for inclusion in the last three series, plus *Mr. District Attorney* and *Corliss Archer*. Also in the hopper are three additional series, which will bring the 1954 production output over 200 films.

A man who makes rapid decisions, Mr. Unger married his wife, Roslyn, four days after they met. They have just celebrated their 15th wedding anniversary with children, Penny, 13, Elizabeth, 11, Barry, 9, and Randee,7.

His hobbies are golf in the 70's and television. When the Alliance of Television Film Producers was formed three years ago, he was elected its first and re-elected its second president.



FILM CENTER GROWS IN

news shows predominate but ot

PRODUCTION of films for television is a growing business in Washington, D. C.

Several film companies, not in existence a few years ago, have set their cameras in motion in Washington to capture the timeliness and impact of domestic and international news in the news capital of the world. As these firms have grown, some have extended themselves into the production of straight drama and documentary shows, shot on location in what one producer termed "the most colorful and photogenic city of them all."

The firm that has been packaging Washington for televiewers all over the country for the longest time is Byron Inc., one of the most complete 16mm studios and laboratories in the country. Byron was an established Washington motion picture firm when tv got underway after World War II. Byron Roudabush, founder and president of the company and known throughout the industry simply as Byron, was quick to realize the potential of film in the video world.

In the early days of commercial television, it was his firm that put post-war Washington on film for NBC-TV. "Public receptions for returning war heroes were the big thing then and we filmed them all," Byron said.

In those days, Byron had a six-man payroll. The firm now employs about 50 people—most of them technical—drawing on freelance talent as the need arises.

In 1947, the production pace and growing staff necessitated a move from a small downtown studio to 1226 Wisconsin Ave., N.W., the company's present location in the Georgetown section of the city. With that move came a more complete and better integrated service to all Byron accounts which now number "well over 1,000 and that excludes work done for the government." The 50-room 2-floor layout in the Bryon plant provides "every possible 16mm service under one roof," according to Byron.

Two Floors of Filming

The laboratory, replete with space for splicing, negative preparation, film storage, printing, developing, timing and cleaning of film, occupies the ground floor. The production phase of the business is confined to the second floor where a 45′ x 70′ sound stage, animation and art departments, two sound studios, screening rooms and administrative offices are located.

Byron estimates that some 60,000 ft. of film ultimately for use on tv are processed in his lab every day. Most of this footage is documentary and news film. *Facts Forum,* a weekly tv panel show carried by 71 stations, is filmed at the Byron studios. Byron feels strongly that in Washington "a producer cannot overlook the terrific appeal politics and news have for the tv audience."

Following this conviction, in 1952 Byron pioneered a new field when he produced a half-hour film titled *The Case for the Republican Congress.* It was the first film ever made by a major political party for use on tv. In this instance, Byron pointed out the need in television for speed as well as quality. "That show was complete and on the air coast-to-coast in *one* week."

But Byron's interest in Washington as a news center does not exclude production of straight films. Recently completed at Byron is *Town and Country Time,* a half-hour series with a cast of 40 actors. It was directed by Connie B. Gay, a hillbilly personality whose *Town and Country Time* radio show is heard on many stations. The series was filmed in color and Byron emphasizes that "it's really a humdinger." Negotiations for sponsorship of the series are now underway.

In production at the studio is a 15-minute series called *Carriage Trade.* The show is set in a Georgetown restaurant reproduced in one corner of the Byron sound stage. "This show will play up the human side of people in the news," Byron explained. "If, for example, Toscanini is our guest, we'll talk about how he makes spaghetti sauce rather than how he makes music."

The role of film in tv is just beginning to be explored, Byron believes. To completely round out the Byron operation, a color processing unit being made in Germany has been ordered. When it arrives, it will be installed in a building connected with the plant. "It's the first of its kind," Byron claims. "We made every effort here to keep abreast with developments in the industry."

These Facilities for Hire

A young film business, not engaged in production but instrumental in stimulating more of it in Washington, is Capital Film Labs Inc., established four years ago as McGeary-Smith Labs Inc. The firm, located at 1905 Fairview Ave., N.E., in quarters it already is rapidly outgrowing, provides printing, processing, sound system and editorial services for some 500 regular clients as well as for a healthy number of customers who bring their occasional film work to Capital, according to James A. Barker, president of the corporation.

Mr. Barker, an electrical engineer with a degree in business administration from Harvard, entered the film business in August 1953 at Capital, the firm he now heads "when I found such a fine company in a real growth industry." It was this same observation that drew Jack Safford, vice president-sales manager, into the company in October 1953. Commenting on the film business and the upward trend that has been established since the advent of tv, Mr. Safford said, "My field was aviation. I never intended to switch but the potential was just too great."

Complementing this enthusiasm on the executive level at Capital is the skill of a staff of 34 technicians who, Mr. Barker feels, insure the quality of Capital's work because "every man really knows his business. All of our technical heads have been here since the corporation was formed four years ago and I think that's important," Mr. Barker added.

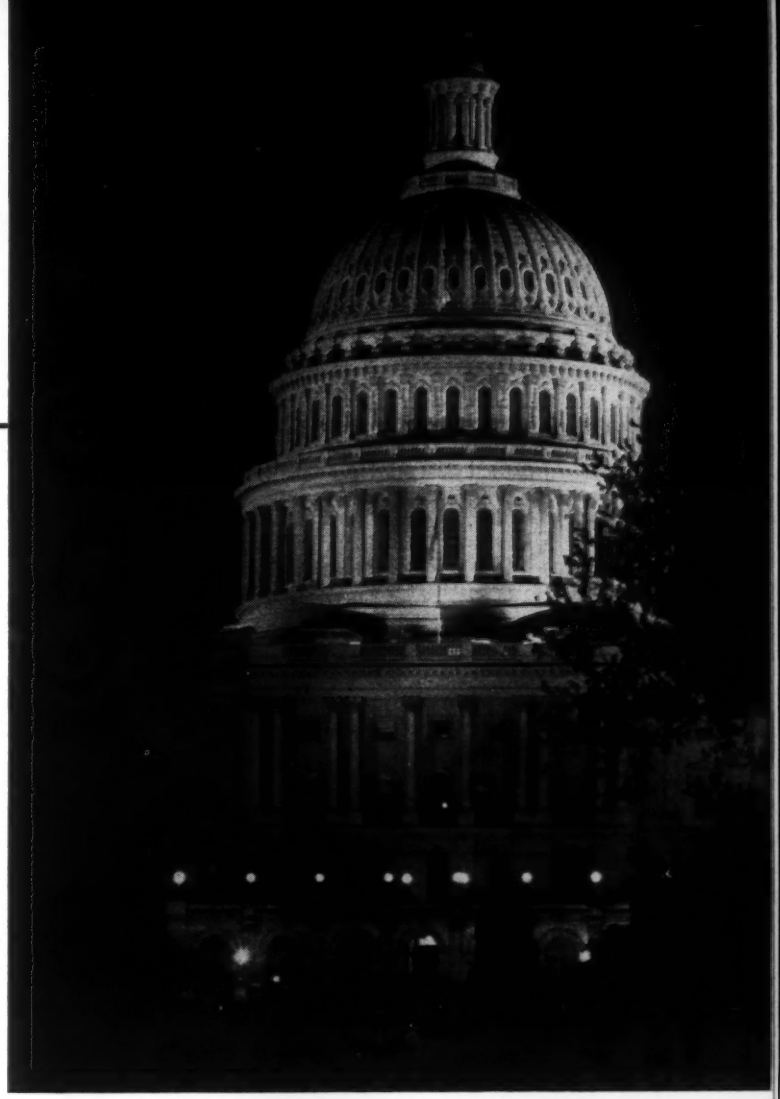
The lab itself, covering 7,200 sq. ft., is equipped to handle all 16mm film services from dark rooms where film is developed to a miniature theatre where a customer may watch the screening of the finished product. Millions of feet of film are processed at Capital each year, Mr. Barker said.

Until 14 months ago, Capital operated in a plant about half the size of its present one. Increased production on both a local

IN NATION'S CAPITAL

others are in development

by Patricia Kielty



and national level prompted the company to finish off the top floor of its building. "Every inch of this new space has been put to maximum use," Mr. Safford said, "and we're still crowded."

Capital's latest project to exploit the possibilities of Washington as a film production center, involved the renovation of the old Carolina Theatre at 105 11th St., S.E. The motion picture house is now a modern and complete sound stage available on a rental basis to independent producers. Mr. Barker considers it "a great asset to producers in this area who are in the market for studio space to film anything from a 20-second spot to a full-length motion picture."

To maintain production flexibility, the stage, with a floor area of 2,200 sq. ft., is equipped with portable light bridges. Lighting is controlled from a portable console board that can be moved to any area of the floor. RCA re-recording equipment at the Capital lab, in addition to a 35mm tape recorder at the stage, are at producers' disposal. Camera equipment for all stage and location shooting also is available.

Although Capital owns the stage, its only connection with it is in a service capacity. It processes film shot at the sound studio, and producers who use the facilities may call on Capital personnel for technical assistance through any phase of production.

To emphasize that the stage is, as Mr. Barker puts it, "a service studio available to all producers with partiality to none," Capital has turned over the management to National Video Productions Inc., which went into the film business in Washington about a year ago. This new production outfit is headed by Harold A. Keats, a Washington public relations executive, and F. William Hart, National's production director, who knows the nation's capital as a newspaper and public relations man. Rounding out the front office operation at National Video is Stanley Allen, who was press secretary to former Gov. Chester Bowles of Connecticut and later administrative assistant to Sen. William Benton.

Five-Minute 'M.D.' Series

Last year, Mr. Hart hit on an idea for a tv film series. To produce it well and economically meant producing it himself. In April 1953, National Video was incorporated for that purpose. The show that gave birth to this new company was a series of 5-minute health advice programs called *M. D.*, produced for NBC and E. R. Squibb & Sons, which ran as a regular feature for 26 weeks on NBC-TV's morning show, *Today*. It is now being sold direct to stations. "When *M. D.* turned out to be a success we had no choice but to expand and continue to make films. It was to Capital's advantage and to ours when we accepted their offer to manage the sound stage for them while we kept busy producing more shows for tv," Mr. Hart explained.

With an eye on Washington's government agencies as a definite source of material for tv film, the company has secured the production sub-contract for all film production of the Federal Civil Defense Administration. "That's even more significant than it may at first sound," Mr. Hart said, "since the contract may also be used for production of film for all government agencies." National, he added, has just finished a 10-minute film on income tax for the Dept. of Internal Revenue.

The company is still young enough to retain a completely flexible operation, Mr. Hart points out. The staff, for example, varies with the size of each production. The firm uses top quality people but uses them on a free lance basis when they are needed. "That's the key to doing polished, professional shows at considerably lower prices than the West Coast would demand and appreciably less than New York figures," Mr. Hart stated.

At 31, George Johnston, president of Washington Video Productions, is a film veteran. He's been active in film work since he was 13. Six years ago when tv was in its infancy, Mr. Johnston founded Washington Video to produce straight news and news-documentary films for industry and tv. "Not many people were thinking of Washington in terms of a film production town then. But for a film man whose chief interest was in news and documentary pictures, it was the perfect spot," Mr. Johnston commented. The growth of his own business and of Washington's film industry in general gives considerable backing to this conviction.

At first he confined himself to production of local interest in the tv field. As Washington tv stations went on the air, Mr. Johnston was on the scene with his camera to deliver film packages to catch the eye of Washington tv viewers. Two of his earliest series were *Hi Neighbor*, a local news feature shown daily on WNBW (TV) Washington, NBC-TV affiliate, and *Washington Newsreel*, a news roundup show, that pulled a sizeable Hooper, telecast twice daily on WNBW. "But *Newsreel* got a little farther than Washington screens, Mr. Johnston recalls. "NBC-TV often used excerpts on its *Camel News Caravan*."

As the national demand for television film has increased, Mr.

Johnston's business has grown with it. About two years ago he moved his production headquarters to a new downtown location at 1536 Connecticut Ave., N.W. His headquarters are complete with studio facilities on one floor and on another, administrative offices and a smaller studio where simple shots of such things as indoor desk scenes can be filmed. When more extensive sets and equipment are required, Mr. Johnston uses his larger studio or Capital's sound stage. Most of his work, however, requires location shooting. All of Washington Video film is processed at Capital "since we are exclusively a film production company," Mr. Johnston points out.

In the documentary field, among clients Washington Video is now doing work for is the National Board of Fire Underwriters. The series, "which sells fire prevention—not insurance," will ultimately be seen on tv. Under separate contract for the same group, Mr. Johnston is filming "the life, birth and destructive forces of a tornado." Referring to the latter production, Mr. Johnston says, "This is the one film I've made that I'm really proud of. It's perfect for tv."

On the news side of the operation, Washington Video is producing *The Fulton Lewis Jr. Show,* presently syndicated to 36 tv stations. The series is filmed weekly at Capital's stage.

In shooting film for "between 90 and 100 active accounts exclusive of agency commercial work" Mr. Johnston keeps bids down to the number of films he can personally handle. He prefers to do his own work himself convinced that "that's the only way you can guarantee quality to a client."

Sharing offices and studio space with Washington Video is Potomac Productions, a one-and-a-half-year-old documentary film production firm. Discussing the role of documentary film in training and educational programs, George Stoney, partner in the Potomac firm, said, "Documentary film producers must enter tv these days. Business demands it. Almost every bid we receive at Potomac has some reference to television showing."

Mr. Stoney brings much film experience to his video assignments. He has been in the picture business as a writer, producer and director. This year, a training film produced by Mr. Stoney for the State of Georgia called *All My Babies,* received the much coveted Flaherty Award. His partners at Potomac are Nick Read, former director of the Southern Educational Film Production Service and film officer for U. S. Public Health Service, and Dr. Norman Schenker, a physician whose films on medical teaching have won international awards. Mr. Read will leave for Mississippi soon to do a location film for tv there. "The Mississippi film is still in the planning stage," Mr. Stoney said, "but it will be a social welfare picture on juvenile delinquency."

Other than these three men who own and manage Potomac, free lance actors and technical personnel are employed for each film job because "then I can pick them according to their particular talents," Mr. Stoney says.

Production-wise, Potomac works closely with Washington Video. "We exchange talents all the way down the line," Mr. Stoney remarked. George Johnston was quick to agree that the association of Potomac and his Washington Video has turned into a profitable one. "I'm doing a medical film now," Mr. Johnston said. "It's pretty convenient to walk across the hall to get information from a medical doctor that I couldn't possibly know myself."

Major project at Potomac now is the production of a half-hour film titled *The Invader* commissioned by the State of Georgia. It will trace the history of the fight against syphilis. When asked if the subject matter might not make it unsuitable for tv showing, Mr. Stoney explained that, on the contrary, the method of presentation had been so well thought out by the sponsors that "I can envision this film shown to high school boys and girls in a mixed group with a 40-year-old spinster school teacher as the projectionist."

An investor's interest in television film turned one Washington businessman into a film producer when Milton Hammer, who went to Washington during World War II as a business economist for the government, established *Washington Spotlight* over two years ago. "A friend of mine in the business in Hollywood got me interested," Mr. Hammer said. "I thought tv film producers were passing up a gold mine in Washington and told him so. My idea was a forum-discussion show. Since I had thought of it he convinced me I ought to give it a try, so I did. Although I've kept up my own professional activities, I find I'm getting more and more into tv."

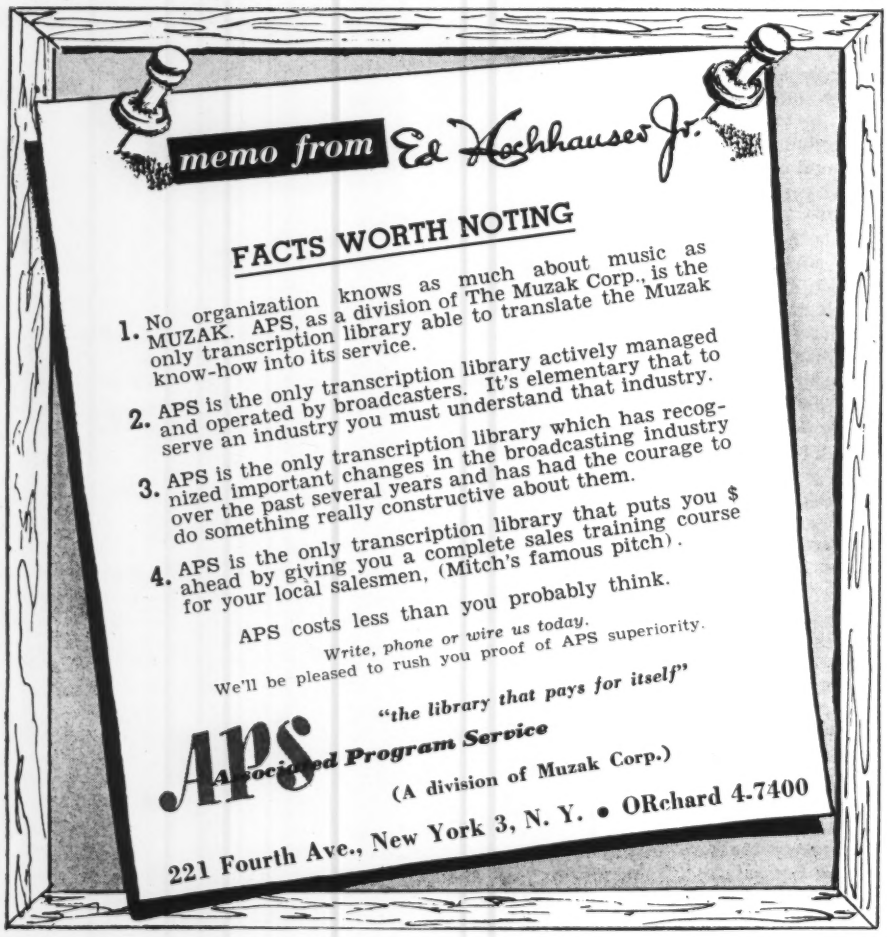
Mr. Childs' Program

Mr. Hammer's initiation as a television film producer came with *Washington Spotlight,* a quarter hour forum program moderated by Marquis Childs, author and newspaper columnist, who discusses current issues with guests, usually Senators, Congressmen or people prominent in government circles. Soon after the program's release it was syndicated in 37 markets. Mr. Hammer commented that when these 37 markets carried the show "it was during the tv freeze era when there were only 62 in the country." The show, filmed weekly at Capital's sound stage, is still on the air under regional or local sponsorship. "Because we've worked out such a tight production and processing schedule, the program is always fresh when it reaches the stations, three or four days after it's filmed here," Mr. Hammer said.

Another show drawing on Washington happenings for a good deal of its material is the *Drew Pearson Show* produced in Washington by Mr. Hammer for Motion Pictures for Television, New York. The show which went on the air early in 1954 is now sold in over 66 markets. Its production and processing is handled in much the same way as is *Washington Spotlight.*

On a completely different bent, Mr. Hammer is also producer-owner of *What's Your Problem,* a five minute advice telefilm series starring Lorraine Logan, and *The Garden Show,* a 15-minute color film series now in production.

On all shows, Mr. Hammer uses free lance talent and technicians. All studio


memo from Ed Hochhauser Jr.
FACTS WORTH NOTING
1. No organization knows as much about music as MUZAK. APS, as a division of The Muzak Corp., is the only transcription library able to translate the Muzak know-how into its service.
2. APS is the only transcription library actively managed and operated by broadcasters. It's elementary that to serve an industry you must understand that industry.
3. APS is the only transcription library which has recognized important changes in the broadcasting industry over the past several years and has had the courage to do something really constructive about them.
4. APS is the only transcription library that puts you $ ahead by giving you a complete sales training course for your local salesmen, (Mitch's famous pitch).
APS costs less than you probably think.
Write, phone or wire us today.
We'll be pleased to rush you proof of APS superiority.
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1. BIGGER AUDIENCES are attracted to programs featuring Studio Telescriptions. With the Studio Telescription Library, over 1,100 three minute films produced especially for TV, you have the nation's top musical stars in lavish settings creating unprecedented popularity for your shows.

2. LOWER PRODUCTION COSTS are made possible because, with all talent on film, it takes only minutes to build any number of sparkling, production-type programs. The Library is complete with handy index files, sample scripts, program ideas and background material for your MC, and the monthly charge is unbelievably low!

3. MORE SPONSORS flock to Telescription shows with their high listener ratings. Now, even local advertisers can capitalize on the miracle selling power of top quality television and top name stars, wherever Telescriptions have eliminated high production costs.

Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can bring bigger-than-ever profits to you.

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put scores of top name artists on your regular staff

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CALL COLLECT: OXford 7-2590

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Exclusive distributors of Studio Telescriptions

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shooting is done at the Capital sound stage and film is processed at the Capital lab. Mr. Hammer's offices are at 931 Washington Bldg.

Philip Martin, president of International Motion Picture Consultants Inc., a Washington motion picture service organization, and its production division, Norwood Studios, can trace his picture career back to the silent film era. He has worked in New York and Hollywood as a producer, a director and film editor. In 1942 while he was at R.K.O., Hollywood, as a film editor he received an Academy Award for film editing on "The House I Live In."

When television began to grow by leaps and bounds Mr. Martin decided "the new medium could use a man who had spent over 20 years in film production and had extensive audio experience too." Mr. Martin, a Washingtonian, left Hollywood and went home to establish International Motion Picture Consultants about three years ago. The firm, Mr. Martin says, was incorporated "to encourage West Coast producers to make use of the dramatic appeal inherent in Washington. We did second unit material here for many shows that required Washington location shots," Mr. Martin explained.

The enterprise was so successful that Norwood Studios was formed to produce full length films for industry and tv.

Films produced by Norwood are shot in both 35mm and 16mm depending on the client. Much of the studio's work is done on location. Capital Film Labs handles Norwood's 16mm film. Processing of 35mm is done in New York. Norwood's Washington headquarters are at 859 Warner Bldg.

At first, Norwood worked on a free lance production basis but since the business has grown Stanley Moss, a writer-director, and Douglas J. Baker, a director-cameraman, have joined Norwood as permanent staff members.

Most of Norwood's work in the past has been in the documentary field. Plans are now underway to do a dramatic series in the spring called *Assignment Washington*, 26 half-hour shows dealing with a reporter's experiences here.

Several reasons for the success of this new industry in Washington were given by the producers interviewed. One explained that film people in Washington started out in tv without hazards Hollywood producers encountered because they were converting from movie techniques. From a financial standpoint, Washington producers have survived and prospered because they all use free lance talent only when it is needed. This keeps production costs at a minimum.

All of these single observations on the Washington film scene were summed up nicely by one independent producer. Asked his opinion on why film activity in the nation's capital was steadily on the increase, he said, "People in the industry are just beginning to realize that we turn out really worthwhile film here. And we turn out quality work for one big reason. In Washington, films aren't handled as an assembly line product. They're custom built."

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

March 8-9: *Ding Dong School*, 10-10:30 a.m., Monday and Tuesday (sustaining).

March 13: *NBC Opera Theatre* ("The Taming of the Shrew"), 4-5:30 p.m., Saturday (sustaining).

March 15: *Name That Tune*, 8-8:30 p.m., Monday (Block Drug Co. through Cecil & Presbrey alternating with Speidel through Sullivan, Stauffer, Colwell & Bayles).

March 19: *On Your Account*, 4:30-5 p.m., Friday (Procter & Gamble through Benton & Bowles).

March 22-23: *Three Steps to Heaven*, 10:45-11 a.m., Monday and Tuesday (Procter & Gamble through Compton Adv.).

March 31: *Eddie Fisher*, 7:30-45 p.m. Wednesday (Coca-Cola through D'Arcy Adv.).

April 18 (Easter): *Frontiers of Faith*, 1:30-2 p.m., Sunday (sustaining).

[Note: This schedule will be corrected to press time of each issue of B•T.]

So good. . .

One of the country's most particular, prestige advertisers is repeating it in Detroit, Lansing and Grand Rapids less than a year after its initial run, (and adding 3 markets which weren't available previously too)!

So good. . .

It's been acclaimed by audiences and clients everywhere it's been shown.

So good. . .

If you haven't seen a screening print of this distinguished quarter-hour dramatic TV film series, you'd better order one now.

APS "the library that pays for itself"
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(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Color Film Has Its Problems

by M. Peter Keane

THE color television situation is stimulating, provocative and promising—but before we get carried away on a rocket of excitement, let's take a cautious look at a few of the problems still to be solved in the area of color film commercials.

There are three principal headaches which I make haste to point out will probably be solved soon because of the hopeful fact that all the film manufacturers, laboratories and optical effects companies are working together to perfect their techniques.

Headache No. 1: Audiences will be more critical of familiar objects, such as packages, in color than in black and white.

Headache No. 2: The inability of the photographic dyes to reproduce exactly all colors in packages, clothing and cosmetics.

Headache No. 3: The difficulty in the production of color tv commercials incorporating the travelling matte and dupe negative techniques.

Now, before we go any further, it would be wise to explain some of the technical steps and give you some definitions. All the release prints of tv film commercials that are sent out to the various stations for transmission are made from duplicate negative (*dupe*, for short). This dupe negative is not the film that was in the camera but is made afterwards on an optical effects machine. The purpose of this is to incorporate superimposed titles, dissolves and other optical effects onto one film.

If two scenes are printed onto one motion picture frame of dupe negative, the result would be a typical amateur's double exposure. In order to prevent this, a mask is made to withhold exposure of those portions of the first scene where the second is subsequently to be exposed. This mask is called a *matte*.

In the case of a wipe from one scene to the next, the mask progressively moves from one side of the picture to the other, thus giving an end result in which one picture appears to be wiped off the screen as the other picture is revealed. This type of moving mask is called a *travelling matte*.

The Technicolor Three-Strip camera has three black and white motion picture films being exposed simultaneously. By use of filters and special sensitizing, each film records one of the three primary colors of the scene being photographed. The final color print is obtained (similar to color printing in magazines) by combining the three colors onto one motion picture frame in a process known as *dye transfer*.

In the case of the Eastman negative-posi-

Mr. Keane is eastern production manager of Screen Gems Television.

THE WORLD THROUGH STAMPS

The fascinating stories behind the postage stamps of the world . . . the Half Billion Dollar Mosquito...the Death of Kings...are presented in this outstanding 1954 produced series of quarter hours. 26 are ready now, with 26 more on the way. Sometimes dramatic, often amusing, always interesting and entertaining, THE WORLD THROUGH STAMPS finds a ready audience in the 20 million stamp collectors of this country, with untold millions more who will find it just plain enjoyable.

A tremendous merchandising program has been readied to back up the selling power of THE WORLD THROUGH STAMPS.

For complete details, screening prints and prices for your market, contact . . .

Robert Trout, who needs no introduction as a newsman, tops a distinguished reportorial career in his role as host and narrator of THE WORLD THROUGH STAMPS.

STERLING TELEVISION CO., INC.

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. . . your source for "quality in film entertainment"

tive process, and Kodachrome, and Ansco films, the color is "built into" the emulsion by the manufacturer.

Anyone who has seen color tv appreciates the great advantage of color over black-and-white, and the increased importance of color in advertising is an established fact. But with the advent of color, tv film producers and advertisers will be faced with most interesting and difficult challenges.

The human eye is more sensitive to the accuracy of a color picture than a black-and-white picture. To explain this, the closer the photographer gets to imitating the actual scene in front of his lens, the more critical the viewer can become. Therefore, if we take pictures in natural color instead of black-and-white, even the average viewer of that picture can readily sense variations from the actual scene photographed if the picture is not a truthful rendition of that scene.

The advertiser who pays for the production of commercials will insist that the reproduction of his package or product be accurate in color. As we pointed out, colors in color film today are produced by various dyes. These dyes and their combinations can produce a very realistic picture but may not give an exact reproduction of every color used in packages, clothes or cosmetics. The advertiser who manufactures many shades of lip rouge will want to be able to make color commercials in which the subtle differences in the tints will be shown. Right now, this is difficult. The advertiser whose product or package contains certain purples and yellows might be unhappy with any color film reproduction available today.

It has been suggested that packages can be redesigned in color to fall within the ability of various color films and television systems to reproduce them. The trouble with this is that advertisers would have to give up the great variety they now enjoy and limit themselves in the choice of colors for their packages and products. However, there may have to be some redesigning of packages in the direction of improved readability and color harmony.

A second major problem relating to the production of television commercials in color revolves around the nature of television commercials themselves. Tv commercials, because of their brief showing period, are designed to contain all the possible information the advertiser can get across in that short period. To do this, the producer uses photographic techniques that make it possible to compress all this information into a short period of time—the optical effects and dissolves that bridge one scene to the next, the overlay titles used to double the impact on the viewer so that important parts of the advertiser's message reach the viewer through sight as well as sound, and the split-screen effect in which two or more separate pictures are combined in one motion picture frame. These devices, which involve the use of the travelling matte process, are in common use in black-and-white film production but are not so easily accomplished in color.

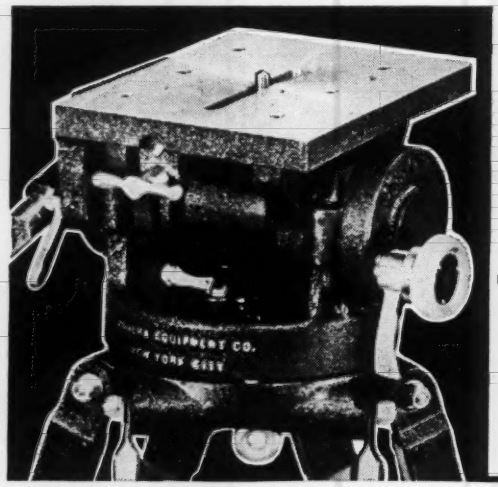
Color Film Stock

The films currently available to a producer are Ansco color, Eastman 35mm negative-positive, 16mm Kodachrome and Technicolor. We, at Screen Gems, have made several tv commercials in color using most of these films. These commercials were printed from dupe negatives which incorporated titles and split-screens, thus involving the travelling matte process. At this time, the Technicolor dye transfer process comes closest to our standards and those of our advertiser clients.

In black-and-white spot production, the art of making dupe negatives has been perfected. The dupe negative is so close in quality to that of the original negative that only an expert can distinguish between them. In color film production, we are still a long way from that state of perfection.

In the Technicolor Three-Strip process, the interim steps (original negative, master, and dupe negative) involve the use of black-and-white materials. On the other hand, the Eastman negative-positive process has a dye color film for an original and color film for a dupe ngative. The perfect control of handling the black-and-white films to produce an accurate dupe negative is readily done with the Technicolor process, whereas the processes involving color negatives and dupe negatives do not have this advantage.

The laboratories that develop the Eastman negative-positive films are daily learning how to improve their results. We are sure that they will soon be able to process satisfactory tv commercials involving the travelling matte techniques and dupe negatives.



No More Groping ...

NEW MODEL C

"BALANCED" TRIPOD HEAD

gives you correct center of gravity

... in a Flash!

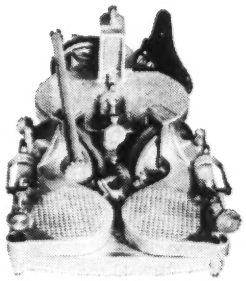
No more groping for center of gravity. The new Model C "Balanced" Tripod Head is equipped with a convenient, accessible positioning handle mounted below the top plate, which allows the operator to reposition the camera to the correct center of gravity. No matter what focal length lens is used on the camera turret, the camera can be balanced on the Model C Head without loosening the camera tie-down screw.

It has all the features which have made the "Balanced" head a gem of engineering ingenuity—quick release pan handle, tilt-tension adjustment to suit your preference. It's a Cameraman's dream!

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case — 18"x 12"x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

Dolly assembled—with tripod mounted. Also mounts Baby tripod.



WE SELL, RENT & SERVICE CAMERAS ☆ MOVIOLAS ☆ EDITING & LIGHTING EQUIPMENT Complete line of 16mm and 35mm equipment for rent.

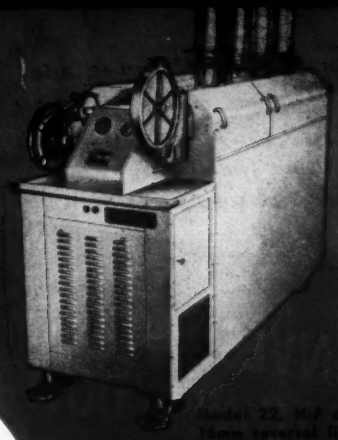
MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. BELL & HOWELL: Standard, Shift-over, Eyemo. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA Editing Machines. Synchronizers. DOLLIES.

WE CALIBRATE LENSES—Precision "T" Stop calibrations of all types and focal lengths.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

We design and manufacture lens mounts. In fact, we are specialists in all motion picture and TV photographic needs.

98% of all U.S. TV stations use Houston-Fearless equipment



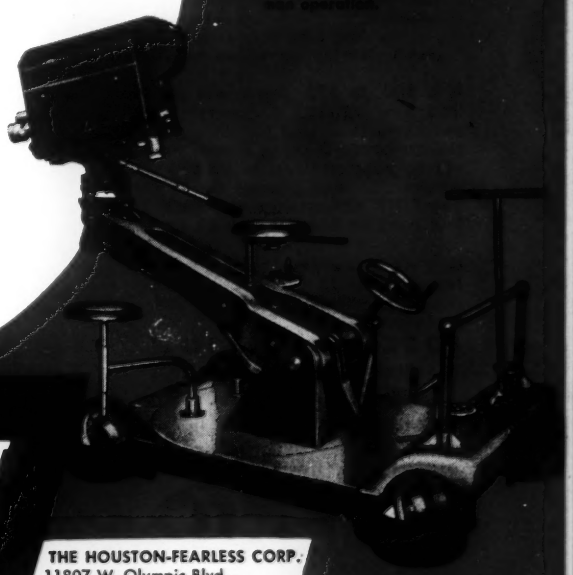
Smoother BETTER SHOWS

are produced with

HOUSTON-FEARLESS EQUIPMENT

Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort . . . and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.



The **HOUSTON FEARLESS** *Corporation*

THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd.,
Los Angeles 64, Calif.

Please send catalogs on ☐ Friction Head ☐ Tripod
☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes
☐ Camera pedestals ☐ Film Processors
☐ Parabolas ☐ Remote control parabola

Name..... Title.....
Station or firm.....
Address.....
City..... Zone... State.....

Get IDECO planning and design too . . . make certain YOUR tower is engineered to stand the test of time and weather!

INVEST YOUR TOWER DOLLARS

Don't just SPEND them!

Your contract for an Ideco tower is a wise investment . . . an investment in years of Ideco experience in the design and planning, fabrication and erection of time-proven towers for television and radio.

You also buy peace of mind when you specify Ideco, for capable Ideco engineers will competently assume all your tower problems from foundation to top beacon. As a part of the job, they'll even take over the installation of antenna and accessory equipment . . . make a thorough final inspection . . . and you'll be completely protected by insurance all the way. All this is your assurance that your Ideco tower is a secure investment that will keep your station on the air year after year . . . even under the most punishing climatic conditions.

Ideco has been building transmitting towers since the nineteen-thirties, pioneered *triangular* design when broadcasting was in its infancy. Based on accumulated experience, each Ideco tower part is shop-fabricated to precise tolerances . . . with pre-determined stresses . . . for fast, safe, easy erection. And every part is Hot-Dip galvanized to prevent rust.

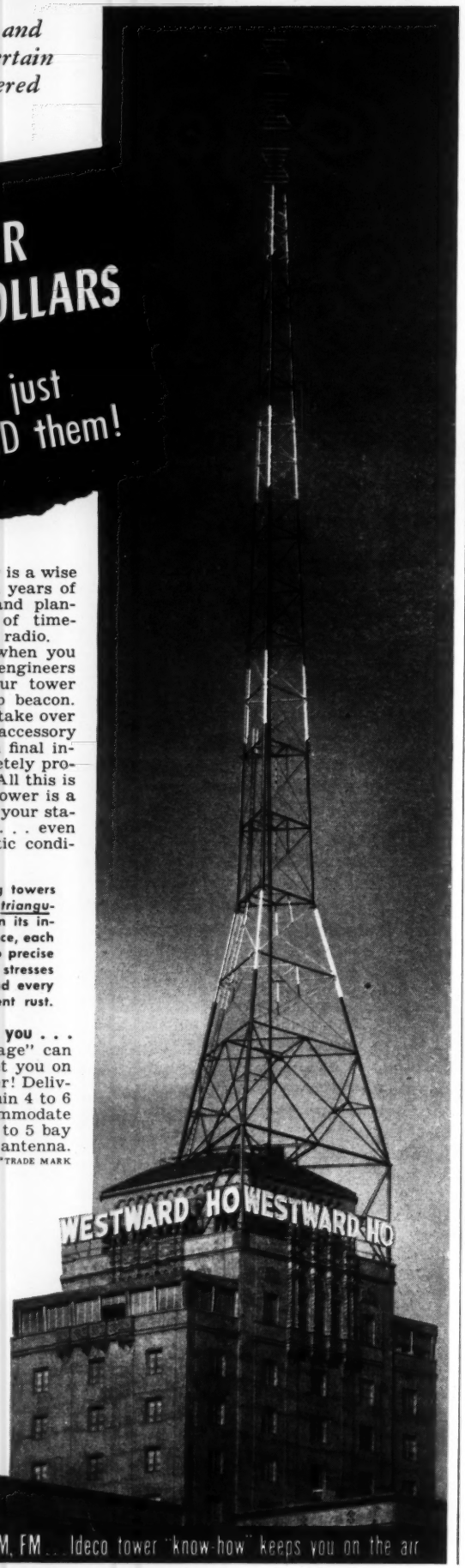
If a 300′ to 620′ tower will serve you . . . The new VIDECO* tower "package" can save you time and money . . . get you on the air profit-making weeks sooner! Delivery to your site can be made within 4 to 6 weeks . . . and Videco can accommodate *any* UHF antenna or *any* VHF 3 to 5 bay low band or 3 to 6 bay high band antenna.

*TRADE MARK

Get ALL the facts about your Ideco Tower Investment . . . ask your Equipment Supplier, or call on Ideco.

IDECO DIVISION
Dresser-Stacey Company
Dept. T, Columbus 8, Ohio
BRANCH:
8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

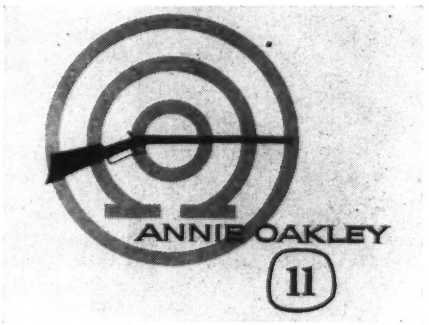
IDECO®

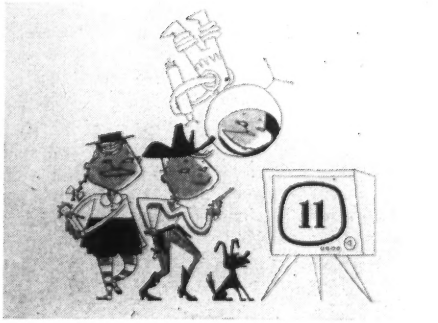


Tall or short . . . for TV, Microwave, AM, FM . . . Ideco tower "know-how" keeps you on the air

STATION IDENTIFICATION

VARIETY of functions are performed by I.D.s at KTTV (TV) Hollywood as these photographs show. From top to bottom: (1) This I.D. points up the many facets of a tv station's operation. (2) KTTV has several I.D.s such as this one to promote its shows. (3) When technical difficulties occur, slides such as these are flashed on the screen. (4) Supplemented by audio announcements, this cartoon slide invites viewers to tune to a children's presentation. Stations are invited to submit their I.D.s for publication in this series. The editors reserve the right to use only those they believe to have merit.





FIRST.....MPTV

FIRST.....MPTV

FIRST.....MPTV

FIRST.....MPTV

BY A MARGIN OF NEARLY 3-1...

TV stations throughout the nation have voted MPTV #1 distributor of feature films! The results of Billboard's Second Annual TV Film Service Awards show Motion Pictures for Television:

1ST ...Best Sales Assistance!

1ST ...Best Merchandising and Promotion Assistance!

1ST ...Best Labeling and Film Leaders!

1ST ...Film in Best Condition!

1ST ...Fred Yardley (MPTV) Salesman Who Gives Best Service!

And 178 "new stations" already have bought MPTV Feature Films as their first choice for attracting and pleasing their viewers and advertisers.

We wish to thank all the TV stations who have accorded us these honors . . . and at the same time pledge ourselves to continue the same high degree of service throughout all the coming years!

MOTION PICTURES FOR TELEVISION, INC.

655 Madison Avenue, N. Y. 21, N. Y. — *Feature Film Division*

mptv

E. H. Ezzes, Gen'l Mgr.
655 Madison Avenue
New York 21, N. Y.
TEmpleton 8-2000

Fred Yardley
216 Tremont Street
Boston 16, Mass.
HAncock 6-0897

Dick Feiner
155 E. Ohio Street
Chicago 11, Ill.
WHitehall 3-2600

Marv Lowe
2211 Woodward Ave.
Detroit 1, Mich.
Woodward 1-2560

Irv Feld
3905 Travis St.
Dallas 5, Texas
Logan 2628

John Cole
9100 Sunset Blvd.
Los Angeles 46, Calif.
Crestview 1-8101

Alex Metcalfe
MPTV (Canada) Ltd.
277 Victoria St.
Toronto, Canada
Empire 8-8621

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Scott Paper Greyhound Nash-Kelvinator Omnibus	*Igor Cassini Show* 6:15-6:30	Revere Meet the Press alt. Sundays Pan Amer. L
6:15				
6:30	BB Pens Gemex George Jessel Show	Electric Companies Alt. Wks. Prudential Ins. Co. You Are There	Benrus Watch Co. Meet Your Congress	Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Johnson Wax Life with Father	*Author Meets the Critics*	P&G Winchell-Mahoney L
7:15				
7:30	Sweets Co. Tv Teen Club	Am. Tobacco Private Secretary L Jack Benny 3/21		Reynolds Mr. Peepers L
7:45				
8:00	Co-op The Mask	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L
8:15				
8:30				
8:45				
9:00	Gruen-Carter W. Winchell	Gen. Elect. 3/7, 21, 28 Fred Waring Show L, G. E. Theatre 3/14	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	*Jane Pickens Show*			
9:30	Hazel Bishop Peter Potter Show	Bristol Myers Man Behind the Badge L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	Dodge Break the Bank	P. Lorillard The Web L	Mogen David Wine Corp. Dollar A Second	P&G Loretta Young Show F
10:15		Jules Montenier alt. wks. Remington Rand What's My Line L		
10:30			R. J. Reynolds Tobacco Co. Man Against Crime	Man Against Crime R. J. Reynolds F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			*Capt. Video*	
7:15	Mutual of Omaha, John Daly-News		*Marge & Jeff*	
7:30	Duffy-Mott Jamie	GM-Oldsmobile News L		C. R. Chem. A. Murray Party L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Derby Foods Sky King	Carnation Burns & Allen (alt.) L Goodrich	Bauer & Black 20 Questions	Block Drug Co. Speidel Corp. (Alt. Wks.) Name That Tune L
8:15				
8:30	Dr. I.Q. Hazel Bishop	Lever-Lipton Godfrey's Talent Scouts L		Firestone Voice of Firestone L
8:45				
9:00	*Junior Press Conference* S	Philip Morris I Love Lucy F		RCA Victor Show (Dennis Day) L
9:15				
9:30	*Travel Corner* F S	Gen. Foods Instant Maxwell Coffee L Red Buttons Show	Co-op Feature Boxing with Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	*In Our Time*	Westing-house Studio One L		Co-op Who Said That L
10:15				
10:30				
10:45			*Ringside Interviews*	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			*Capt. Video*	
7:15	ReaLemon-News J. Daly		*Marge & Jeff*	
7:30	duPont Cavalcade of America	Amer. Tob. Co. News L		Dinah Shore Show Chevrolet L
7:45		Gold Seal Jo Stafford		Camel News Caravan L
8:00	The Mask	Wrigley Gene Autry Show F	Admiral Corp. Life Is Worth Living	Buick, Berle Show (2 of 3 weeks) (8-9)
8:15				
8:30		Pharmaceuticals, Inc. Red Skelton	Benson & Hedges Pantomine Quiz (alt.)	Gen. Fds. Hope Show (3d week) (8-9)
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	O-Cedar Corp. St. 3/16alt.wks. Carter Prod. Inc. St. 3/23 Meet Millie		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. with Motorola The Amer. TV Hour	Electric Auto-Lite Suspense L		Armstrong Circle Theatre 9/1 L
9:45				
10:00		Eff. 3/16/54 Nash-Kelvinator alt. wks. Block Drug Danger		P. Lorillard Judge for Yourself L
10:15				
10:30	American Chicle Swanson (alt. wks.) The Name's The Same L	Alcoa See It Now		
10:45				Alt. Tues. Revlon Prods. Congoleum-Nairn
11:00				
11:15 PM				

WED

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	
7:15	Mutual of Omaha, John Daly-News
7:30	Sterling Drug Mark Saber
7:45	
8:00	*At Issue* S
8:15	
8:30	The Mask
8:45	
9:00	*The Big Picture*
9:15	
9:30	
9:45	
10:00	*Wrestling from Rainbo* L
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15		*Lamp unto My Feet* S		
10:30				
10:45		*Look Up and Live* S		
11:00				
11:15				
11:30	Local			
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45		Quaker Oats Contest Carnival		
1:00	Answers for Americans			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Breakfast Club			
9:15				
9:30				General Mills, Fri. Ding Dong School L Thursdays: Gerber Prods.
9:45				
10:00		Arthur Godfrey See footnote for time		
10:15		*Jack Paar Show* Fri. 10-11 a.m.		One Man's Family F
10:30		*I'll Buy That* Fri. 11-11:30 p.m. S		
10:45				3 Steps to Heaven P&G L
11:00		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		
11:15		Gen. Mills (MWF) Valiant Lady Toni (Tu&Th)		Home L
11:30		Amer. Home All Products Love of Life		
11:45		P&G Search for Tomorrow		Jergens Bride & Groom L
12:00 N		P&G Guiding Light (M-F) 1-1:15		Hawkins Falls L
12:15 PM		P&G The Brighter Day		
12:30				Betty White Show L
12:45				
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00	*Animal Time*			
10:15	Brown Shoe Co. Smilin Ed McConnell			
10:30				
10:45	Ralston-Purina alt. with Nestle Co. Space Patrol	*Winky Dink and You* S		
11:00				
11:15			11-11:30 Tom Corbett Space Cadet Int'l Shoe Co. (Alt.) with Secret Files of Capt. Video	
11:30	Local	Rod Brown, Rocket Ranger S		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger		*Star Time* L
1:15				

SUN

	ABC
1:30 PM	
1:45	
2:00	
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5:00	
5:15	
5:30	
5:45 PM	

THURSDAY

NBC	ABC	CBS	DuMONT	NBC
			Walter H. Johnson Candy Co. Capt. Video	
	ReaLemon-News J. Daly		*Marge & Jeff*	
Coca-Cola Eddie Fisher	General Mills Lone Ranger F	Amer. Tob. Co. News 7:30-7:45 pm		Dinah Shore Show Chevrolet L
Camel News Caravan L		GE Jane Froman		Camel News Caravan L
GE I Married Joan F	It's About Time	Gen. Elec. Meet Mr. McNutley		DeSoto-Plymouth Groucho Marx F
Scott My Little Margie F	Sherwin-Williams Pall Mall Ray Bolger Show	Singer Sewing Machine 4 Star Playhouse	Tide Water Associated Oil Broadway to Hollywood	Borden T-Men in Action F
Krafts Foods Television Theatre L	*Talent Patrol*	Lever Lux Video Theatre L	DuMont Labs What's the Story	Chesterfield Dragnet F
	Kraft Foods Kraft TV Theatre	Lever Rinso Big Town F		Ford Theatre F
Hazel Bishop This Is Your Life L		Philip Morris Eff. 3/11 Public Defender		U.S. Tobacco Martin Kane
	Local	Carter Prod alt. Toni, Inc. Place the Face		

FRIDAY

ABC	CBS	DuMONT	NBC
		Capt. Video	
Beltone News John Daly		*Marge & Jeff*	
General Mills Stu Erwin F	GM-Oldsmobile News		Coca-Cola Eddie Fisher
	Chesterfield Perry Como		Camel News Caravan L
Lambert Hotpoint (alt.) Ozzie & Harriet F	Gen. Foods Baker's Food Prod. Mama L		Dave Garroway Show Pontiac Dealers L
Pepsi Cola Playhouse	R. J. Reynolds Topper	*Melody Street*	Gulf Life of Riley 9/18 F
Armour Bristol-Myers Paul Hartman Show	Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	Simoniz & Amer. C&C Big Story L & F
Who's the Boss	General Foods Sanka Our Miss Brooks		Campbell Soundstage S
	Brown & Williamson My Friend Irma	P. Lorillard Chance of Lifetime	Gillette Fights 9/11 L
	American Oil Hamm Brewing Person to Person	Helene Curtis Down You Go	Chesebrough Greatest Fights F
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
Tommy Henrich Sports Show			
Dolly Mack S			
Vitamin Corp. On Your Way	TBA		*Mr. Wizzard* F
Ex-Lax Leave It to the Girls	Sylvania Beat The Clock L		Sunbeam Ethel & Albert L
Enterprise USA	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show		*Spike Jones Show* L
Greatest Sports Thrills			Pet Milk Original Amateur Hour L
Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money		
Fight Talk	Int'l Silver Alt. Wks. Simmons My Favorite Husband		Your Show of Shows L and Martha Raye Show (1 out of 4) L
	Chrysler Medallion Theatre	Amer. Chicle DuMont Labs Col. Humphrey Flack	
		10:30 *Wrestling from Chicago*	Lucky Strike & Crosley Your Hit Parade L
		11:05 Boyle-Midway Sports Showcase	
		11:20 Wrestling Resumes	

6:00 PM
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10:45
11:00
11:15 PM

SUNDAY

ABC	DuMONT	NBC
		Religious Hour Frontiers of Faith L
		American Inventory L
		Amer. Forum of the Air L
		President's Week L&F
		Nature of Things L
		Kukla, Fran & Ollie L
		Excursion L
		Quaker Oats Zoo Parade L
		Hallmark Hall of Fame Hall Bros., Inc. L

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)		
	Campbell Soup Double or Nothing M-W-F		
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Paul Dixon Show River Brand Rice Mills, Partial Sponsor	Kate Smith Hour 9/21 L
	Bob Crosby See footnotes		
	Woman with a Past S		P&G Welcome Travelers 9/21 L
	The Secret Storm Am. H. Prod M-W-F Sus. Tu, Th		P&G On Your Account 9/21 L
	Robert Q. Lewis S		*Pinky Lee Show* L
	Gen. Mills Barker Bill's Cartoons W&F 5-5:15 p.m.		Howdy Doody

SATURDAY

ABC	CBS	DuMONT	NBC
	What in the World S		
	Hollywood Wrestling S	Co-op Pro Basketball	
	Racing		
		N. Y. Times Youth Forum	Star Time L

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Kate Smith Hour" 3-4 p.m. EST Alt. Mon. 3:15-4:00 p.m. Corn Products Refining Co.; Tues. 3:15-4:00 p.m. Dow Chemical Co.; Wed. 3:15-4:00 American Hair & Felt Co., Parker Brothers, Inc., The Borden Co., Gerber Products Co.; Thurs. 3:15-4:00 Ludens Inc., Doeskin Products Inc., Simoniz Co., also S.O.S. Co., Bymart-Tintair Inc., Consolidated Cosmetics.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST. Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

Sat. 9-10:30 p.m., EST "Your Show of Shows" and "The Martha Raye Show". Alt. Sat. 9:00-9:30 p.m., Armour & Co.; 9:00-9:30 p.m., RCA and participating sponsors, Adolph's Ltd., S.O.S. Co., Benrus Watch Co., Griffin Manufacturing Co., Cat's Paw Rubber Co. Inc., International Silver Co., Lewis Howe Co., Whitehall Pharmacal Co., Johnson & Johnson, Bristol-Myers Co., Dow Chemical Co.

CBS—M.-Th. Arthur Godfrey Time 10-10:15 a.m. M. & W. Minnesota Mining & Mfg. Co. Tu. & Th. Kellogg.
10:15-10:30 Knomark alt. days with Kleenex Mon.-Thurs.
10:30-45 M. & W. Snowcrop—Frigidaire. Tu. & Th.
10:45-11 p.m. M. & W. Star-Kist Tuna. Tu. & Th. Toni Co.
11-11:15 M. & W. Lever Bros. Tu. & Th. Nat'l Biscuit.
11:15-11:30 M.-Th. Pillsbury Mills Inc.
2:30-45 p.m., Tu. & Th.—Kellogg
2:30-15 p.m., M. W., Fri.—Lever
2:45-3 p.m., M-Th., Pillsbury; Fri.—Green Giant
Garry Moore 1:30-45 p.m. M. Masland, Tu. Cat's Paw, Wed. Swift, Th. Swift, F. Converted Rice; 1:15-2 p.m. M. Hoover, Tu. Pillsbury, W. Best Foods, Th. Norge, F. Mystik Tape; 2-2:15 p.m. Tu. Bristol Myers, Th. Seeman Br.; 2:15-30 p.m. Tu. Economics Labs Inc., Th. Kellogg.
Bob Crosby 3:30-4 p.m., 3:30-45 p.m., Th., Tappan; Fri. Englander; 3:15-4 p.m. Tu. Th. Am. Dairy; Fri. General Mills; 3:30-45 p.m. Tu. Calgon, W. General Foods; 3:45-4 p.m. W. General Mills.

DUMONT—11:30 a.m. noon, Sat.—Alt. with "Secret Files of Capt. Video"

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March 8, 1954

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ASCAP PER PROGRAM FORMS MAILED TO TV STATIONS, ENDING NEGOTIATIONS

Individual operators now must choose between blanket or per program license with the former choice indicated in questionnaire replies last December. Agreement ends nearly five years of negotiations.

PER PROGRAM licenses for the use of ASCAP music by tv stations were to go into the mail over the weekend, completing the distribution of licenses — the blanket license forms went out the previous week [B•T, March 1]—concluding negotiations stretching over nearly five years.

MR. MARTIN

Now it's up to the individual station operators to accept one form or the other, with the vast majority presumably choosing the blanket licenses, unless they have reversed the decisions made last December when they responded to the questionnaires circulated by the All-Industry Local Tv Music Committee [B•T, Dec. 28]. At that time the committee chairman, Dwight W. Martin, vice president of General Teleradio, notified the nation's tv stations of terms drafted by the committee for the two kinds of licenses and asked the stations to approve or reject them, also indicating which type of license each station would prefer. Practically all stations approved the committee proposals; a substantial majority expressed preference for the blanket license.

Martin Reports

In a report to stations dated March 1, Mr. Martin, on behalf of the committee, reported that following the stations' approval, the terms had been submitted to, and accepted by, ASCAP. Final agreements had been reached, he wrote, and licenses were being sent out by ASCAP in accordance with the choice expressed by each station.

"Thus, the negotiations which began approximately 4½ years ago are finally at an end," Mr. Martin wrote. "I want to take this opportunity to thank each member of the committee for his untiring labor in achieving this result.

"All of us on the committee have been impressed with the ability exhibited by our counsel: Stuart Sprague, Judge Simon Rifkind and Mr. Jay Topkis (an associate of Judge Rifkind). We all appreciate the opportunity we have had to be associated with them."

Mr. Martin also reported that the committee is now engaged on its "final task, the preparation of a financial report," which will be sent to all contributing stations as soon as it is completed.

Terms of the new ASCAP licenses represent an appreciable reduction from the previous blanket license scale, which ASCAP was reportedly willing to accept because of the steady increase in the number of tv stations and in station rates. The new network blanket licenses, in fact, contain a guarantee that should the ASCAP revenue from the tv networks in any year of the contract term—Jan. 1, 1954-Dec. 31, 1957—fall below that of 1953, the networks will raise their rate of payment from the new scale of 2.5% to whatever rate is needed to make the payments for that year equal to those for 1953. There is a stipulation, however, that in no case are the network payments to exceed 3.025% of their income, rate called for by their previous licenses. The new network rate—2.5%—was incorrectly reported last week [B•T, March 1] as 2.475%.

The new network sustaining license payments have been changed from a rate card basis, which was complicated to figure because of changing station line-ups, to a flat annual fee for each network of $150 per affiliate.

Members of the All-Industry Local Tv Music License Committee, in addition to Chairman Martin, are: Paul Adanti, WHEN (TV) Syracuse; Campbell Arnoux, WTAR-TV Norfolk; Roger W. Clipp, WFIL-TV Philadelphia; Wayne Coy, KOB-TV Albuquerque; Walter J. Damm, WTMJ-TV Milwaukee; Jack Harris, KPRC-TV Houston; Gaines Kelley, WFMY-TV Greensboro; Philip G. Lasky, KPIX (TV) San Francisco; Nathan Lord, WAVE-TV Louisville; Don McGannon, DuMont; W. D. Rogers Jr., KDUB-TV Lubbock; Irving Rosenhaus, WATV (TV) Newark; Robert D. Swezey, WDSU-TV New Orleans; Hugh B. Terry, KLZ-TV Denver; C. Robert Thompson, WBEN-TV Buffalo; Thad H. Brown (non-voting member), NARTB.

LIFE MUSIC OFFERS RIGHTS TO STATIONS

New York music publisher, formerly affiliated with BMI, is now attempting to license stations directly at highest half-hour rate.

OFFER of Life Music Inc., New York music publisher, to issue its own performing rights licenses to stations for an annual fee of the highest half-hour rate, evoked large numbers of inquiries from licensees of BMI, with which Life was affiliated until Feb. 28, 1954.

Responding to the station letters, Carl Haverlin, BMI president, wrote last week that "there were a number of serious differences between Life Music and BMI." Queried by B•T about the nature of these differences, a BMI official tersely replied: "Money." He likened the situation to that of a performer who wants $10,000 a week while the producer is willing to pay him only $500. "If he doesn't want to take that sum, he goes to another producer, and that's just the way it is with Life Music and BMI. We won't pay what they want so they're going to try to get it from the stations directly."

Deletion Not Unusual

Mr. Haverlin's letter pointed out that "the deletion of catalogs from the BMI repertory is not unusual. Each year BMI deletes catalogs and compositions from its repertory and adds other catalogs and compositions thereto, and each year we add many more compositions than we delete."

Mr. Haverlin's letter did not say that what was unusual was Life Music's decision to license the broadcast rights to its music itself. It did not mention the attempt of Barney Young, Life Music's president, to wrest control of BMI from Mr. Haverlin and the other officers in a proxy battle preceding the organization's annual membership meeting last fall.

Nor did Mr. Haverlin express any opinion as to the value of the Life Music catalog. "Although some stations have asked for advice as to whether they should take out a license from Life Music," he wrote, "that is a point on which we cannot properly give advice. The enclosed list will, however, aid you in evaluating the importance of the Life Music catalog to your station at the present time." About 200 compositions were listed as comprising the Life Music catalog.

In his letter to stations, written Feb. 24, Mr. Young stated that "we are one of the most active music publishing organizations in the country and have received millions of uses in the past two years." Offering two-year licenses —March 1, 1954-Feb. 29, 1956—at the half-hour rate per year, Mr. Young noted that these are blanket licenses "and no additional reports or loggings will be requested from you." Acceptance of the license, he pointed out, would free the station of "any and all infringement actions for the performance of Life Music compositions."

Replies Received

License attached to Mr. Young's letter refers to "broadcaster" and "broadcaster's station" but makes no mention of either radio or tv.

Mr. Young told B•T Thursday that he had received "hundreds" of replies from stations seeking additional information. Letters, he said, were arriving at a rate of about 100 daily. He did not estimate the number of signed license agreements received, except to say they were "dribbling in," but emphasized that his current letter was the first mailing he had made. He said negotiations also were in progress with ABC, CBS, Mutual and NBC, but not with DuMont since Life Music was confining its first efforts to radio.

Keystone Adds Six

KBS has brought its affiliates list to 700 with the addition of six stations, the network announced Feb. 26. New affiliates, according to Blanche Stein, station relations director, are: WMBC Macon and WACR Columbus, Miss.; KDUZ Hutchinson, Minn.; WOAP Owosso, Mich.; KSLV Monte Vista, Colo., and WORX Madison, Ind.

PROGRAM SERVICES SHORTS

Muzak Corp., N. Y., moves to 221 Fourth Ave., New York 3.

Gerald Mohr Productions, Hollywood, has been formed to produce radio-tv packages with **Al Gannaway,** president of Bill Broidy Co., set to handle sales of the new firm's first transcribed radio series, *There Is a Time.* **Gerald Mohr,** star of ABC Radio *Mike Malloy,* is serving as packager-producer of the new five times weekly quarter-hour series with **Joseph T. Ainley,** producer-director of NBC Radio *First Nighter,* as writer-director.

Phil Davis Musical Enterprises Inc. has expanded its quarters, adding new offices, a recording studio, music library, stockroom and corridor to its existing space at 1650 Broadway, New York.

Fremantle Overseas Radio Inc., distributors and packagers of radio and tv programs for international markets, has sold 64 feature films and 600 film shorts to Television Caracas (ch. 7) and Television Venzolana (ch. 7), in addition to the Hopalong Cassidy tv film series to latter station. Transactions were completed in Caracas last week by Paul Talbot, president of Fremantle.

TV NEWSREEL

SATURATION spot campaign by Lee Ltd., manufacturers of Sof-Set (hair preparation), is discussed at St. Louis' Hotel Statler by (r to l) Marshall Pengra, KSTM-TV St. Louis pres.; John Roosevelt, Lee pres.; John Steeves, Lee v.p., and Al King, KSTM-TV v.p. Lee contract was signed with KSTM-TV.

WEST COAST Grocery Co., wholesaler for Seattle-Tacoma area, buys *The Bob Gleason Show*, half-hour on KTNT Tacoma. Concluding arrangements are (l to r): seated, Charles S. Bayha, voluntary group mgr., Shop-Rite Food Centers, Puget Sound chain of West Coast; Len Higgins, KTNT-TV station mgr.; Lou Antonsen, Gardner-Jacobsen Inc., agency; standing, Burton H. Severeid, adv. exec., Shop-Rite, and Danny Dever, station acct. exec.

NORMAN A. GITTLESON (l), WJAR-TV Providence station mgr., and Fred Walker, representative for Jekyll Island Shrimp (The Colter Co.), discuss latter's purchase of one-minute film and live spot announcements as well as 20-second chainbreaks on WJAR-TV.

FIFTY-TWO week contract for filmed *Duffy's Tavern* by Arizona Brewing Co. on KPHO-TV Phoenix is arranged by (l to r) Richard Goebel, acct. exec., Advertising Counselors of Arizona, agency; Dick Rawls, station gen. mgr., and Al Larson, sales mgr. Firm has bought film in seven regional markets [B•T, Feb. 22].

OPPOSITION ERUPTS AGAINST NBC'S MINUTE SPOTS PLAN

Several affiliates (and SRA) criticize NBC Radio's plan to sell one-minute participations in up to four programs, one calling it a 'short-range expediency.' NBC Radio Affiliates Committee Chairman Swezey chides objectors and offers to step down for somebody with a better solution to the network's financial and competitive problems.

OPPOSITION to NBC's plan to sell one-minute spot announcements in network radio programs [B•T, March 1] was breaking out in many directions last week, with some affiliates calling for a re-evaluation and if necessary an overhauling of network functions.

While Robert D. Swezey of WDSU New Orleans, chairman of the NBC Radio Affiliates Committee, re-stated his endorsement of the plan as "acceptable and essential to network progress," and chided broadcasters who he said in many cases regard almost anything that's done as "bad or horrible," numerous other NBC affiliates were outspoken in their criticism of their network's proposal.

Siding with Mr. Swezey were most of the other representatives of the NBC Radio Affiliates Committee who, with Mr. Swezey, conferred with NBC on details of the plan before they were made public. A majority of this seven-man group endorsed the plan as "acceptable and constructive, and in the opinion of the network essential for its continued progress."

NBC, still refusing to comment on its plan, apparently was leaving its defense to the affiliates' committee members who had endorsed it, at least some of whom did not appear to regard the opposition as serious.

One member of the affiliates who had met with NBC but who did not go along with the majority was Robert Hanna of WGY Schenectady. In a letter to Mr. Swezey last week he summarized the opposition he had voiced during the meeting with NBC officials.

Reached Crossroads

Mr. Hanna contended the plan is "another . . . short-range expediency" measure and "cannot begin to solve the network's financial problems." In any event, his letter continued, it could result only in "a weakening of the stations and consequently of the network and the radio medium as a whole." He also wrote:

"There seems to be rather general agreement that we have reached a crossroads. Instead of adopting any more short-range plans, we should re-examine the entire structure of the network and redefine its proper functions. It is possible that drastic revision of traditional thinking is necessary to re-establish economically sound network operations. We should undertake that now. If, as suggested, we wait until the end of the year the radio medium might be devaluated to the point that the damage done to some stations will be irreparable."

Other broadcasters joined in the criticism.

Joseph E. Baudino, vice president and general manager of Westinghouse Broadcasting Co., said: "We don't intend to approve the plan. We feel the basic proposal is not sound."

Leslie Peard, station manager of Hearst Corp.'s WBAL Baltimore, said: "The NBC participation program plan, if adopted, will only weaken the radio industry. It is a further threat to the rate structure and a down-grading of radio. As the leader in the network field, NBC owes the industry greater force of leadership and clearer evidence of courage. The network and its affiliates are capable of sounder and more far-sighted planning. WBAL will oppose the participation program plan."

Alex Keese, general manager of WFAA Dallas, said: "WFAA believes network radio is essential to a stronger radio industry. Nevertheless, further reduction in rates by radio networks can undermine individual station operations, the very foundation on which successful radio networks are based. For this reason I am opposed to this or any similar plan designed to further reduce the cost of network radio to advertisers or revenue to network affiliates."

Jack Harris, vice president and director of KPRC Houston, said he had not had a chance to study the proposal in detail but that his first reaction was "negative."

'Something Drastic'

A prominent western broadcaster, who asked that his name be withheld, said: "Something drastic must be done about the network problem. The situation is getting really serious—it's reaching a point where the stations must decide 'do we want a network or not,' The whole network situation must be re-evaluated. Is the network really important? This plan is just a variation of what has happened before."

Station Representatives Assn. meanwhile branded the NBC plan "the most serious threat to national spot business so far presented," asked whether NBC "and the other networks" had "lost *all* their creative sales and circulation genius that pioneered radio's fabulous success," and declared that "the allegedly prohibitive cost of network show talent is insignificant compared with the cost of network management when all those top executives can think of to cure network radio is to give it away."

The plan that set off the flurry was NBC's proposal, a formalization of plans announced last fall, to sell one-minute participations in certain programs—not more than four in addition to the "Three Plan," which consists of three quarter-hour strips; *Weekend* (Sun., 4-6 p.m.), *Road Show* (Sat., 2-6 p.m.), and *Big Preview* (Sat., 7:30-9:30 p.m.).

The additional shows which would be offered on a participation basis apparently have not been designated. But NBC agreed that none of the new shows would exceed three hours in length and that the number would not be increased above four nor the length of any beyond three hours without prior discussion with the Radio Affiliates Committee. In segments of such programs (*Road Show* excepted) where the network sold one but not all available one-minute participations, affiliates would be permitted to sell cued announcements locally, with NBC waiving co-op fees until Dec. 1, prior to which time "NBC will meet with the Radio Affiliates Committee to review the situation."

Advertisers buying network participations would be required to use all affiliates carrying that program—not pick certain stations.

NBC authorities confirmed that they had sent out letters outlining the plan to affiliates, but declined to discuss it otherwise. The network

MEMO TO EDITORS:

State Department Official Explains Facts on Coffee

The following letter from Assistant Secretary of State Thruston B. Morton, reprinted from the Congressional Record, was sent in reply to a letter from Mrs. John B. Sullivan, Member of Congress from the Third District of Missouri.

JANUARY 26, 1954.

The Honorable LEONOR (Mrs. JOHN B.) SULLIVAN,
House of Representatives.

DEAR MRS. SULLIVAN: The receipt is acknowledged of your letter of January 18, 1954, regarding the recent increase in the retail price of coffee. **The latest information received from the United States Embassy in Rio de Janeiro corroborates your information that a major factor in the price rise is the limited supply of coffee which will be available from Brazil as a result of a short crop last year and frost damage to this year's crop.** The Embassy has reduced its estimate of the supply available for export from the 1953 crop from 15.6 to 14.1 million bags, a reduction of almost 10 percent. This estimate applies to the crop produced in Brazil prior to the frost damage which occurred last July and August. The crop now on the trees cannot be estimated with any accuracy until later in the season, but the Embassy anticipates a smaller output than last year, even with favorable growing conditions.

The reduction in the Brazilian crop estimate has had an unusually pronounced effect upon prices because it comes on top of an already tight supply position. The world has been consuming more coffee than it has produced for a number of years. The excess of demand has been met by drawing on reserve stocks, which are now very low. World consumption of coffee is estimated to have exceeded 33 million bags last year. Supplies available for export during the current crop year, which began July 1, 1953, are now estimated at less than 31 million bags, or about 2 million bags below the anticipated requirements. If exports from Brazil should be maintained at last season's levels the United States Embassy in Rio de Janeiro foresees a reduction in the Brazilian carry-over from 3.2 million bags, at the end of the last season, to 2.3 million bags this year, a record low figure.

Adjustment of supply to demand is very slow in the case of coffee because the tree does not bear until the fifth to seventh year after planting. Low coffee prices during the 1930's and early 1940's made it unprofitable to plant new trees, and it is estimated that Brazil suffered a net loss of some 390 million trees during the decade of 1940-50. Planting has been increasing rapidly during the post-war period, but only about one-half of the new trees have yet come into bearing. **Much of Brazil's new planting was concentrated in the State of Paraná, and this was, unfortunately, the area most affected by the recent frost.** The Brazilian Government has allocated funds to assist coffee producers to replant, but it will be several years before these trees can contribute to the supply. New plantings have been increasing in other countries as well as in Brazil, however, and the long-run supply picture is better than it has been for some years.

The Department has learned of no speculation or hoarding, either in the United States or in the producing countries. A December 16 report, the latest from the United States Embassy in Rio de Janeiro on this subject, states that exports from Brazil during the first 5 months of the current season (July-November 1953) amounted to 7.4 million bags compared with 6.9 million bags during the same period last year, which would indicate that coffee was moving normally and not being withheld from market, at least during that period.

You ask whether the Department of State has made any effort to reach agreement with the coffee-producing nations to assure that adequate supplies of coffee will be made available at reasonable prices to meet the requirements of consumers in the United States. The Department of State takes a great interest in keeping coffee prices within reach of the American consumer, since coffee is one of the principal items of trade between the United States and Latin America, and an expanding trade is in the interest of both. It is my understanding that coffee prices have receded somewhat from the recent peak, and it is my belief that the governments of the producing countries will make every effort to bring prices back to normal. I am informed that exports from Colombia are moving at record levels and that prospects for the 1954 Colombian crop are very good. This will offset, to some extent, the anticipated short crop in Brazil.

As to steps which might be taken to relieve the situation immediately, there does not appear to be any practicable basis upon which the Government of the United States might approach the governments of producing countries with a request that they allocate supplies or impose ceiling prices. **Coffee, like most agricultural crops grown in the United States, is produced by thousands of small farmers who customarily sell through private trade channels. The large surplus stocks once held by the Brazilian Government were liquidated several years ago.** The United States Government did impose ceiling prices on coffee during the Second World War and during the emergency following the outbreak of hostilities in Korea. Coffee was one of the last items to be decontrolled, and there was some criticism from the coffee producing countries because controls were being relaxed on prices of manufactured goods which they customarily buy here while controls were retained on the price of coffee, one of their principal exports. **One of the first acts of this administration was to eliminate price controls, in the belief that the free play of market forces, operating through private initiative, would result in the long run in the most satisfactory allocation of the Nation's resources and the best protection of the consumer's interests.** The authority for imposing price controls no longer exists in the United States, and this Government would be reluctant to request action by other governments which it is not in a position to reciprocate.

If the United States Government were to undertake to negotiate an agreement with the coffee producing countries which would obligate them to supply a specified quantity of coffee at a specified price it would, necessarily, assume an obligation to purchase the coffee at that price. No agency of the United States Government has authority to assume such an obligation.

The United States Government, through the Department of State, has been represented over a number of years on the Sub-committee on Coffee of the Inter-American Economic and Social Council of the Organization of American States. This committee, on which most producing countries of the Western Hemisphere are represented, considers coffee problems of mutual interest, and the United States representative has repeatedly urged that better statistical information be collected in the producing countries, especially with respect to new plantings of coffee trees, so that an accurate determination could be made of the prospective supply over a period of years, and crises either of shortage or surplus avoided. This committee is purely an advisory body, but it has developed an awareness on the part of the member governments of the need for expanding production, and plantings of coffee trees have increased. The Department will continue to urge producing countries to expand production until consumers' requirements can be met at a price which they can afford to pay.

Sincerely yours,

THRUSTON B. MORTON,
Assistant Secretary.

(Emphasis added by Pan-American Coffee Bureau)

This advertisement, published so that the American people can know the facts about coffee, is inserted by the

PAN-AMERICAN COFFEE BUREAU, 120 WALL STREET, NEW YORK 5, N. Y. • BRAZIL • COLOMBIA • COSTA RICA
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hopes to have enough acceptances—amendment of individual station affiliation contracts is required—to put the plan into effect during the week of April 4.

Affiliates Committee Chairman Swezey, informed of opposition being expressed among stations, re-emphasized that the majority of those who met with NBC on the plan agreed with the network that in the circumstances it is essential, but that no attempt is being made to force it on affiliates. He said:

"I'm not going to fight. I've done my job. Our letter covers the elements of the plan. Nothing good is ever done in this business without half of the broadcasters believing it bad or horrible. I'm in no mood to accept much criticism. The letter tells what we did. We have no better idea.

"The committee members said they were willing to go along with the plan. We fully realize that acceptance or rejection is a matter for each affiliate. The committee felt that in the circumstances the plan was acceptable and essential to network progress. You couldn't disturb me less than by telling me what opponents of the plan are saying. If anybody has any better ideas, let's have them. We've done the best we can.

"We've been doing this job at our own expense and have made two trips to New York this year. When this plan came up we felt it should be discussed further and carefully studied. This was done before the second meeting [on Feb. 23]. This isn't a kept or captive committee. The members will be glad to move out and let anybody else try to do a better job."

Mr. Swezey noted that Clair McCollough, of the Steinman stations, resigned from the committee shortly before the Feb. 23 meeting with NBC because of his service on the NBC TV Affiliates Committee and other industry and business commitments.

No Spot Invasion

Mr. Swezey also contended that the NBC plan, contrary to the arguments of many opponents, does not represent a network invasion of the spot field. It is essentially different from national spot, he asserted, because it requires any advertiser who buys a participation to use every NBC station carrying the program.

Citing NBC President Sylvester L. Weaver Jr.'s reference to the plan as an adaptation of the magazine concept of selling, he voiced the view that perhaps radio today would be healthier if it had started out on this basis instead of letting agencies control programming.

In the letter sent the preceding week to affiliates, outlining the plan, Mr. Swezey and Harold Essex of WSJS Winston-Salem, secretary-treasurer of the committee, described President Weaver's stand as follows:

"At the beginning of our first meeting Mr. Weaver very frankly outlined to us the situation which the network and affiliates face so far as the general position of the radio industry is concerned and the particular competitive problem of NBC. He told us that in his opinion radio was far from a lost cause and that it could be a very healthy business but that certain adjustments would have to be made in the program and sales technique in order to meet the requirements of the future. He said that he and Mr. Sarnoff [executive Vice President Robert W. Sarnoff] were at the moment attempting to construct a five-year plan for the NBC Radio Network which would show a healthy income to both the network and its affiliates.

"He said that in his opinion if this or any other plan was to become effectively operative two things must be done: (1) the advertiser support for network radio must be predicated upon a much broader base and that in lieu of the 25 clients presently using the radio network facilities of NBC, there should be something like the 300 or more advertisers presently using national magazines, (2) not only must network radio continue to hold the listeners which it now has but must reattract those which it has lost and also acquire people who have previously not been regular radio listeners. . . ."

Messrs, Swezey and Essex told affiliates that "we have heard, as we wish you might have, the various arguments which have been presented by the network officials in its [the participation plan's] support and have been impressed by their conviction that the adoption of the proposal is necessary to encourage the expansion of sponsor support which Mr. Weaver and his associates feel essential to the future prosperity and for that matter the continued existence of network radio.

"We frankly believe that your representatives have considered with the network officials all of the pertinent issues, including the possible deleterious effect of the proposal upon national spot business.

Success Not Assured

"The network officials in spite of their confidence in the proposal realize that neither they nor anyone alse can at this time be completely assured of its success. They realize that it is experimentation but at a time when experimentation, in their opinion, is clearly indicated. In the circumstances they were willing to agree with us that provided the affiliates go along with the proposal the effect of its application should be throughly reviewed prior to the end of the calendar year. . . ."

Mr. Hanna, in explaining his dissent from the approval given by other committeemen, said in his letter to Chairman Swezey that he was "terribly conscious of the fact that the network is confronted with a critical problem and that it must have the full cooperation of its affiliated stations to solve it. The need for cooperation, however, does not imply that we should give automatic approval to any and every experiment suggested by the network."

He said it was his view that "the new plan is another in a series of short-range expediency measures. The discount plan, the rate reductions, the contiguous rate policies, and the Three Plan were all considered 'necessary' and the affiliates went along on them. But, in the aggregate, they have failed to stabilize the network operation.

"The new plan being submitted to the stations cannot begin to solve the network's financial problem. I doubt seriously that it will produce enough new revenue to materially aid the network. But, whether or not it is successful in producing new revenue for the network, it cannot help but add to and further complicate the problems of the affiliated stations. The end result, therefore, can only be a weakening of the stations and consequently of the network and the radio medium as a whole. . . . "

Other members of the committee who met with NBC on the plan at the Feb. 23 session, in addition to Messrs. Swezey, Hanna, and Essex, were E. R. Vadeboncoeur, WSYR Syracuse; Milton Greenebaum, WSAM Saginaw; Richard Mason, WPTF Raleigh; and George Norton, WAVE Louisville. Paul W. Morency, WTIC Hartford, was absent because of business commitments in Washington.

SRA's statement opposing the plan, issued by Managing Director T. F. Flanagan, stressed the Swezey-Essex letter's reference to the committeemen having considered all pertinent issues "including the possible deleterious effect of the proposal upon national spot business." SRA added: "Presumably every station representative is already figuring out what the latest rate-cut proposal might cost the stations in actual spot business now on the books as well as future spot accounts."

SRA said, "Experience has demonstrated that radio rate cuts merely beget more rate cuts.

"In the face of radio set ownership at an all-time high and radio set sales flourishing in big business figures, the only sales plans the *networks* have proposed in the last three years or more have been based upon *cut rates*.

"Where is this rate cutting going to end in network radio, with network television already infected?

"In any advertising medium, *advertisers buy value*. Rate is not the deciding factor if the medium produces *profitable sales*.

"But with networks expanding their influence over radio and television station rates and time, value can continue to sacrifice for expediency."

'Contiguous Rate' Eased

THOUGH NBC appeared to be running into difficulties with its proposal to sell one-minute participations on network radio shows (see adjacent story), it reported last week it was all set on its relaxation of the radio "contiguous rate" structure [B•T, Feb. 8].

The revised contiguous rate set-up went into effect last Monday as scheduled, spokesmen reported, though they said Thursday that no advertiser had yet taken advantage of it. They reported they had received replies from approximately 75% of NBC Radio affiliates, and that all had been favorable to the changes.

The revision (1) reduces from five to two the number of days on which an advertiser must sponsor a quarter-hour or longer time period in order to be eligible for the contiguous rate on an additional, equivalent period at night, and (2) makes it possible for an advertiser buying at least a quarter-hour daytime to get "fractional" or "clock hour" rates for sponsorship of an equivalent amount of evening time.

HOLLANDER HEADS NEW DuMONT DEPT.

ESTABLISHMENT of an operations department as an autonomous unit of the DuMont Television Network, with A. L. Hollander Jr. as acting director, was announced last week by Ted Bergmann, managing director of the network. Appointment of Mr. Hollander, currently manager of program operations, takes effect March 15.

MR. HOLLANDER

Mr. Bergmann said the move was undertaken to give creative groups in the program department under James L. Caddigan "wider scope and broader areas in which to work." He added that under the new structure, Mr. Caddigan will be relieved of "mechanical detail incident to program production" and will concentrate on "creation and development of a

wider range of commercial and public service programs."

In his new position, Mr. Bergmann explained, Mr. Hollander will have charge of all the mechanical functions of the programming operations with the exception of those that are strictly engineering in nature. His department will attend to services involved in staging programs, providing all essential production facilities and operation of the studios and theatres.

Mr. Hollander's entire television career has been spent with DuMont, which he joined in 1948 as a page.

Meanwhile, the appointment of Marge Kerr as manager of program development of the DuMont Network was announced by Mr. Caddigan, director of programming and production. Miss Kerr will work under the direction of Executive Producer Werner Michel.

Miss Kerr most recently has been a public information consultant for Teleprograms Inc., a non-profit tv grant operated by the Alfred P. Sloan Foundation.

MBS' Godwin to ABC, Carpenter Promoted

CHARLES W. GODWIN, director of station relations for Mutual, last week was named assistant to ABC Vice President Ernest Lee Jahncke, effective April 1, and Robert W. Carpenter was promoted to succeed Mr. Godwin at MBS.

Mr. Jahncke, who also is assistant to ABC President Robert E. Kintner, announced the appointment of Mr. Godwin while Earl M. Johnson, Mutual vice president in charge of station relations and engineering, announced the naming of Mr. Carpenter to the post being vacated by Mr. Godwin.

MR. GODWIN MR. CARPENTER

In his ABC assignment Mr. Godwin will specalize in station relations planning and projects.

He has been with Mutual-WOR New York since 1937 and is credited with an instrumental role in inaugurating as well as implementing and broadening the MBS policy of serving the small-town and country market.

Mr. Carpenter has been associated with Mutual since 1945 in several station relations capacities including those of eastern sales manager and assistant director of the department.

ABC-TV Appoints Hough To Stations Advisory Unit

HAROLD V. HOUGH, veteran broadcaster, vice president of Carter Publications and director of its WBAP-AM-TV Fort Worth, last week was named to the ABC Television Stations Advisory Committee.

ABC President Robert E. Kintner, announcing the appointment, noted Mr. Hough "has

Your best advertising buy in Ohio's 3rd market

YOUNGSTOWN

WBBW

Announces the appointment of

WEED & CO.

NATIONAL REPRESENTATIVES

New York Boston
Chicago San Francisco
Atlanta Hollywood
Detroit

Ask Weed for Youngstown Market Data

ABC RADIO NETWORK

WBBW

YOUNGSTOWN, OHIO

had great experience in the broadcasting industry and his advice and counsel will be most helpful to the ABC Television Network. I am delighted that he is willing to give his time and energy to ABC in connection with the operation of the ABC-TV network."

Mr. Hough, who served as chairman of the Stations Planning and Advisory Committee for the Southwest district of the ABC Radio Network in 1943 and continued on that group until he resigned last December with the suggestion that a younger man be named, said in accepting his new appointment: "The speed at which the ABC Television Network is growing indicates that they do not need an old fogey like myself around. However, I deeply appreciate the honor. If I can contribute anything at any time, anywhere, I will be happy indeed to do so."

Materne Named to New ABC-TV Sales Position

APPOINTMENT of William M. Materne, coordinator of ABC's owned radio and television stations, to the newly created position of assistant national sales manager for ABC-TV, was announced last week by Charles R. Abry, ABC-TV national sales manager.

MR. MATERNE

Mr. Materne joined ABC as an account executive in ABC Radio in 1949 and in March 1952 was promoted to general manager of the network's WABC New York. He successively was named national spot sales manager of ABC's owned radio stations in December 1952 and coordinator of owned radio and television stations on March 4, 1953.

NBC-TV Names Two

APPOINTMENTS of Matthew J. Culligan as sales supervisor of NBC-TV's *Today-Home* unit of programs and Roy C. Porteous as sales supervisor of *Today* were announced last week by George H. Frey, NBC vice president in charge of television network sales.

Mr. Culligan will concentrate primarily on *Home* (Mon.-Fri., 11 a.m.-12 noon) and will report to Mr. Frey. Mr. Porteous will devote most of his time to *Today* (Mon.-Fri., 7-9 a.m., EST) and will report to Mr. Culligan.

Since joining NBC-TV in August 1952, Mr. Culligan has been closely associated with sales activity for *Today*.

Mr. Porteous has been with NBC since 1942 in various promotion and sales positions.

CBS-TV Assigns Abrams

WARREN E. ABRAMS, manager of the Detroit office of CBS Television Spot Sales for the past 19 months, last week was named an account executive in the CBS-TV network sales department and assigned to CBS-TV's forthcoming two-hour *Morning Show* (Mon.-Fri., 7-9 a.m., starting March 15), according to network sales vice president, William H. Hylan.

Tony Moe, account executive at CBS-TV's KNXT Hollywood, will succeed Mr. Abrams as CBS-TV Spot Sales' Detroit manager, effective immediately, Sam Cook Digges, CBS-TV Spot Sales general manager, and James T. Aubrey Jr., general manager of KNXT, said in a joint announcement.

WOR-AM-TV, AFM FIGHT UNSETTLED

Station gets injunction against picket line and asks $1 million in damages.

LABOR dispute between WOR-AM-TV New York and New York Local 802, American Federation of Musicians, entered its ninth day today (Monday) with no settlement in sight following a week of legal fireworks during which the stations remained on the air without musicians.

The controversy started midnight, Feb. 27, when an extended contract expired following a failure to reach an agreement during negotiations in preceding days [B•T, March 1]. Though the union charged "a lockout" had been instituted by the stations, spokesmen for WOR-AM-TV replied that relationship with the union had been "mutually terminated" because of failure to agree on terms for a new pact. Main differences centered on Local 802's insistence on a continuance of a musician's staff, while the stations countered with a proposal for the right to hire musicians on a "per program," or "as needed" basis.

Deep feeling surrounding the dispute was reflected on Tuesday when WOR-AM-TV obtained a temporary restraining order enjoining union members from picketing the stations' radio and television studios. A picket line had been established on Sunday following dismissal of 40 staff musicians. The restraining order originally was returnable last Thursday in New York State Supreme Court but was held over until today (Monday).

In addition to seeking injunctive relief, WOR-AM-TV also asked for damages in the sum of $1 million.

Both sides met in New York Tuesday with Louis A. Stone, commissioner of the Federal Mediation and Conciliation Service, but no progress was reported in resolving the dispute. The mediator scheduled another meeting for tomorrow (Tuesday).

Local 802 originally sought to have the quota of 40 musicians assigned to WOR-AM-TV increased, but subsequently reduced its demand to retention of that number of musicians. The stations cited reasons of economy for their position that they are willing to hire "live" musicians on an "as needed" basis.

Two Hours Per Man

"We have conducted a complete survey," a station spokesman said, "and have found that in an average week, the 40 staff musicians we employed put in a total of 82 man-hours of work. That is an average of only little more than two hours per man. And they got paid $182.50 per man."

In a leaflet distributed to New Yorkers last week, the local said that "this is more than a labor dispute; it is a fight for the survival of live music in America." It said that WOR (Mutual) "has 'locked out' all its musicians," and has informed the local it "will not hire even one musician on a full-time basis." The leaflet asserted that the purpose of the stations' action was to "speed up WOR (Mutual's) policy of replacing live music with mechanical substitutes, and eventually to do away with live music altogether."

The dispute flared after the parent AFM had agreed with CBS, NBC and ABC on a new five-year national contract [B•T, Feb. 22]. These negotiations had not covered Mutual and the DuMont Television Network because the Federation does not consider them "networks" in the sense of ABC, CBS and NBC. Negotiations with DuMont and Mutual were assigned to local unions. A spokesman for Local 802 said discussions with DuMont's WABD (TV) were still continuing.

TWA Pitches for 4 Firms

WESTERN Region of Television Writers of America late Monday filed petitions with the National Labor Relations Board asking to be declared collective bargaining agency for writers employed by four Hollywood tv film production companies presently without representation. They are B & R Enterprises (ABC-TV's *Where's Raymond?*), Marterto Productions (ABC-TV's *Make Room for Daddy*), Denmac Productions (NBC-TV's *Dennis Day Show*) and Motion Pictures for Television (produces and syndicates *Duffy's Tavern*).

The union currently is negotiating a contract covering writers of Joan Davis Enterprises (NBC-TV's *I Married Joan*).

AFTRA Vote at KEX

ELECTION has been directed at KEX Portland, Ore., to determine if a group of special program and freelance performers desire to be represented by AFTRA. These employes had previously been excluded from the station's AFTRA bargaining unit, according to NLRB.

AFM President James C. Petrillo hailed NLRB's ruling as further establishing the AFM contention that its members need not belong to or pay dues to any other union even though their services sometimes go beyond the playing of instruments.

"Some of the smaller unions in the entertainment business have for years been attempting to levy duplicate membership dues on all kinds of performers," he said. "Our federation has resisted this form of petty chiseling as unfair to the entertainer and to the employer. It may be too much to hope that the NLRB decision will end the practice, but we are happy to have our position supported by the national board."

Heald Named Partner In Welch, Mott & Morgan

ROBERT L. HEALD was made a partner of the Washington law firm of Welch, Mott & Morgan last week. He joined the firm in 1947, after serving as law clerk to Chief Justice D. Lawrence Groner of the U. S. Court of Appeals, now retired. Mr. Heald was graduated from Miami U., Oxford, Ohio, in 1939 *cum laude* and Phi Beta Kappa. He took a Master's degree in political science at Western Reserve U., Cleveland, in 1940, and joined the FBI as a special agent the following year. He received his law degree from Georgetown U., Washington, in 1947, and was editor of the *Law Review* in his senior year and winner of the Father Lucey medal, given to the graduating student with the highest scholastic standing in the class. In 1952-53, Mr. Heald was chairman of the Junior Bar Section of the D. C. Bar Assn.

MR. HEALD

EMERSON PLANS COLOR TV RENTAL

Last week also finds Westinghouse putting its color sets on the New York area market.

A NEW WRINKLE was introduced by Emerson Radio & Phonograph Corp. last week with announcement of a plan for leasing color tv sets rather than selling them, while Westinghouse Electric Corp. offered its color sets on a conventional sales basis to New Yorkers and guaranteed immediate delivery.

Westinghouse placed advertisements in the *New York Times* and *New York Herald-Tribune* offering immediate deliveries in the New York area, of full-door console model, with 15-inch picture tube, priced at $1,295. A spokesman said the company believed it was the first manufacturer offering and guaranteeing immediate delivery.

For the time being, he added, the campaign will be concentrated in the New York area but will be extended to other sections as conditions dictate. Westinghouse has made arrangements with a service company for free installation in homes with a tv antenna and for a three-month service plan. This, he said, will cost $64 for the three-month period, with each service call costing $8 applied against the initial investment and a refund paid if less than eight calls are made.

To Introduce Color

Emerson's rental plan, announced in a letter to distributors throughout the country was seen as an innovation in introducing color tv receivers nationally. The letter, signed by Benjamin Abrams, president, said the rental plan was adopted because Emerson does not believe that a color television set will give the consumer "maximum satisfaction" for investment during a time when color tv programming is limited. Mr. Abrams said Emerson will not sell its first color tv receivers.

"A program is now being developed," Mr. Abrams said, "whereby a monthly charge will be made to those wanting a color receiver in its present stage of the art. They will pay this monthly fee as long as they choose to keep possession of such receiver. This fee will include installation and service, and the consumer will be obligated to pay it for only as many months as he may desire to keep the receiver." Full details on the plan will be made public before March 15.

Western Electric to Drop More Patent Charges—Zenith

WESTERN ELECTRIC plans to follow "the course of RCA" and drop "several more of its patent charges" against Zenith Radio Corp., it was claimed last Thursday.

The claim was made by Zenith officials on the basis of a reported statement and/or announcement by Western Electric attorneys last week in U. S. District Court of Wilmington, Del. The sessions were held March 1-2 before Judge Paul Leahy.

Despite claims to the contrary, a Zenith spokesman said, Judge Leahy indicated he would not pass on RCA's request to set the case for trial until disposition of Zenith's motions. One seeks dismissal of all infringement claims brought by RCA, Western Electric and General Electric "for lack of indispensable parties." Another requests that the defendants be required to produce some 1,600 documents and files "which have been withheld on the ground that they are privileged," the Zenith announcement said.

Judge Leahy is expected to act on Zenith's motions sometime in the next fortnight, it was explained.

According to Zenith, Western Electric previously had abandoned five out of 15 patent charges asserted against Zenith in the Delaware suit. RCA already has dropped 28 of 39 patents it claims were infringed, Zenith continued.

Meanwhile, a counterclaim against the same three companies in a $16 million antitrust suit pends in Chicago Federal District Court. No date has been set for further hearing pending outcome of the Delaware litigation [B•T, Feb. 15].

RCA Issues Catalog On Colorcast Gear

TV STATIONS can equip themselves to broadcast network color programs for $26,610.50 and to originate their own colorcasts for an additional $154,838, according to RCA's first catalog of standard color broadcast equipment, released last week to tv broadcasters and consultants. All the equipment is now in regular production and is offered on standard commercial terms, A. R. Hopkins, manager of RCA's broadcast marketing division, said.

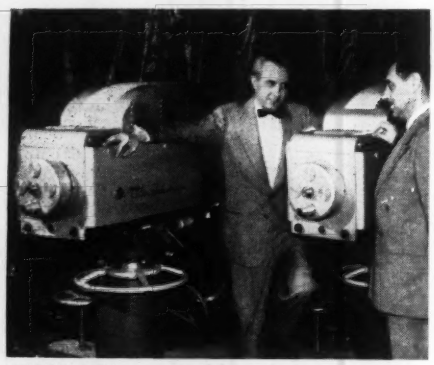
The catalog lists all equipment needed and what each item does, with diagrams showing each step in the process, starting with what is needed to pick up and broadcast network

programs in color and proceeding to what additional pieces of equipment must be obtained to colorcast slides, films and live programs originating at the station.

Appended price list shows the cost of each item of equipment individually, as well as "package" prices for six groups of equipment:

A—Color network operating equipment	$14,380.50
B—Color test equipment	12,230.00
C—Color synchronizing equipment	7,480.00
D—Color slide camera chain	31,378.80
E—Color film chain	49,398.80
F—Color studio camera chain	66,580.40

Prices correspond very closely to those estimated by RCA in its petition to the FCC for approval of the RCA system of compatible color tv filed June 25, 1953.



FIRST RCA compatible color tv cameras off commercial production lines are presented by Thomas J. Barlow (l), manager of RCA's broadcast and communication plant, to A. R. Hopkins, head of RCA's broadcast marketing division. Cameras were shipped Friday to NBC and CBS.

WEC REPORT CITES RADIO RESURGENCE

RADIO "has regained much of the ground it lost following the introduction of television," according to the Westinghouse Electric Corp.'s annual statement. Referring to activities of the wholly-owned radio-tv subsidiary, Westinghouse Broadcasting Co., the report added:

"The company considers itself fortunate to be operating both radio and television stations, not only from the standpoint of the profit opportunities which are offered, but also as a means of providing public service and gaining good will in those communities where Westinghouse stations are operated." After listing the radio-tv properties, the statement mentioned that tv applications are pending in Pittsburgh and Portland, Ore., and added that it expects ultimately to have the maximum of five vhf stations.

New High in '53

Net sales billed in 1953 by the parent company reached a new high of $1,582,047,000, an increase of 9% over 1952. Net income was $74,322,000, or 4.7% of sales billed, with earnings of $4.53 per share on common stock.

The total tax bill was $126,094,000, equal to $7.89 per share. Dividends were paid on common stock last year at the rate of $2 a share.

Gwilym A. Price, president, said assignment by Atomic Energy Commission to Westinghouse of the world's first atomic power reactor project for generation of electricity opens an era of industrial application of this new source of energy. He pointed to a 21% increase in sales of consumer products.

Bolin Succeeds Deines As WEC Gen. Adv. Mgr.

APPOINTMENT of Roger H. Bolin as manager of general advertising for Westinghouse Electric Corp. was announced last week by Vice President J. H. Jewell.

Mr. Bolin, who since 1949 has been assistant to J. M. McKibbin, vice president and general manager in charge of the Westinghouse Consumer Products Division, succeeds Harry J. Deines, who resigned to accept a vice presidency with J. Walter Thompson Co., New York.

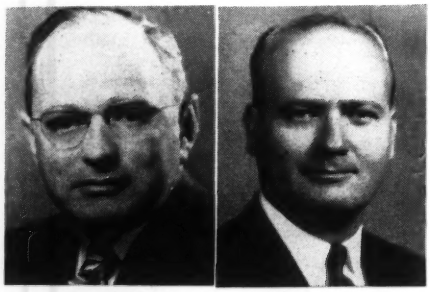
The new manager of general advertising, with Westinghouse since 1925, is well known in advertising circles. He is credited with pioneering in the adoption of numerous advertising techniques, and also directed Westinghouse's tv sponsorship of national collegiate football in 1951, professional football last fall, and also national political campaign coverage in 1952.

He joined Westinghouse upon graduation with a BS degree in Electrical Engineering from Rose Polytechnic Institute, Terre Haute. Within a few years after he entered the company's advertising department as a graduate student trainee, he was supervising Westinghouse refrigeration and air conditioning advertising. He was appointed advertising manager of the appliance division, Mansfield, Ohio, in 1937, and was named assistant to Mr. McKibbin in 1949.

Re-enters Agency Field

Mr. Deines, in moving to J. Walter Thompson Co., is re-entering the agency field. A 1930 graduate of the U. of Colorado. he served first with General Electric Co., working initially on engineering tests of electrical equipment and then, in 1932, moving into advertising and sales promotion activities in apparatus, electronics and radio.

In 1944 he joined Arthur Kudner Adv. as



MR. BOLIN MR. DEINES

an account executive, and later in the same year moved to Fuller & Smith & Ross as an account executive and vice president, working closely with advertising campaigns for Westinghouse products. He was named manager of advertising and sales promotion for Westinghouse in November 1949.

RCA Offers Am Stations Economy, Efficiency Aid

AN am campaign "to help you operate your business more economically and efficiently" has been outlined in an RCA letter to broadcasters. The letter, signed by E. J. Meehan of RCA's Broadcast Marketing Division, offers broadcasters "substantial savings" on some of RCA's "more popular items."

In the next few weeks, RCA said, it plans to offer broadcasters: (1) "RCA am specialists to serve you exclusively"; (2) "new and lower prices on many key broadcast items"; (3) "imaginative new products which offer you opportunities for better programming and increased efficiency"; and (4) "an expandable grow-as-you-go package for am."

Promising a complete new price list "soon," RCA cites reductions from its 1953 prices on these items: BTA-5G 5-kw am transmitter, from $25,500 to $21,900; BC-2B audio consolette, from $1,975 to $1,475; BN-2A remote amplifier, from $530 to $395.

WEC Reports Sales, Earnings

SALES of the Western Electric Co., New York, in 1953 totaled $1,507,953,000 as compared with $1,311,322,000 in 1952. Earnings were $52,604,000 as against $47,081,705 in 1952, according to the company's annual report to stockholders.

Among the products which Western Electric started to manufacture last year, the report said, were equipment needed to modify circuits for transmitting color tv, and automatic switching facilities for TD-2 microwave radio relay telephone and television transmission channels. The latter equipment is designed to switch automatically and instantaneously telephone conversations or television programs to spare channels in the event of transmission failure.

RCA Rail Communications

RCA's Engineering Products Div. has entered the railroad communications field with a complete line of microwave radio relay equipment, Theodore A. Smith, division vice president-general manager, said last week.

Mr. Smith said Leo G. Sands, formerly president of the Bogue Railway Equipment Div. of the Bogue Electric Mfg. Co., has been named administrator of railroad communications sales. Mr. Smith added that the division's line includes both 960 mc and 2,000 mc microwave communications systems.

Collins Replaces KRIB Gear

WHEN a near-disastrous fire early Tuesday morning put KRIB Mason City, Iowa, off the air, Station Manager M. T. Obie called Collins Radio Co. in Cedar Rapids and in a few minutes a Collins truck was on the way to Mason City with a Collins 300J transmitter, 26-w limiting amplifier, modulation monitor, frequency monitor and miscellaneous amplifiers, the manufacturing firm said. KRIB was expected to be back on the air last Thursday.

Crash Kills Borzi, Arnstein

ROBERT S. BORZI, 38, chief pilot of RCA's flying labs, and N. M. Arnstein, staff member of the company's sub-contracting department, were killed Feb. 27 when their RCA plane piloted by Mr. Borzi collided with a private plane over Horsham Township, just outside Philadelphia. The two were returning to the RCA plant in Camden with a cargo from Wilkes-Barre when the accident occurred.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
WJAZ Albany, Ga.	1 kw	am	power increase
KBTN Neosho, Mo.	500 w	am	new station
WDOT Burlington, Vt.	250 w	am	new station

ORDERS

Standard Electronics

WALB-TV Albany, Ga. 10 kw tv(ch. 10) new station

OTHER SHIPMENTS: KTEN (TV) Ada, Okla. (ch. 10), reports RCA has shipped it a color-equipped 25 kw amplifier.

'COFFEE FROM KOFE'

AS ONE of the first promotional gimmicks in exploitation of "the most versatile call letters from a merchandising standpoint in the United States," KOFE, formerly KBKH Pullman, Wash., recently instituted a "Free Coffee Day, courtesy of KOFE," in cooperation with the Washington Hotel in Pullman. Specially-printed guest checks were presented by the waitresses to coffee customers, to be filled out with name, address and phone number and given to the cashier in lieu of the regular check. The guest checks were then used in a drawing for the winner of a new electric coffee maker. According to the station, the approval of Ed Metzgar, owner of the hotel, assures continuation of the "Coffee from KOFE" gimmick as an integral part of all local promotional events. The "most versatile" claim for the KOFE call letters is based on natural point-of-sale merchandising and promotional possibilities, according to J. Ronald Bayton, manager of KOFE.

WBAP'S 'OPERATION HAYSTACK'

FARM editor W. A. (Doc) Ruhmann, WBAP Fort Worth, heard that stockmen farmers and ranchers were ordering hay from as far away as Nevada and Idaho because of Texas draught conditions, according to that station, and he also knew from personal trips, that hay was plentiful in some parts of Texas. On one of his radio shows he asked for letters from farmers who had hay to sell . . . and letters from those who wanted to buy. He read names and addresses over the air and in a few days he had located over 100,000 bales of East Texas hay. WBAP reports that "Operation Haystack" has proved of valuable service and that it has again demonstrated the "tremendous value of radio as an instrument serving the public interest."

WTAM SCHEDULE REQUESTS

WTAM Cleveland reports that public demand is high for its wallet-sized schedules which list times of public service messages. Schedules have been distributed to listeners who have written to WTAM expressing an interest in the station's expanded public service programming which includes road bulletins, hay fever service, commuter information, lost and found news and other public service information.

WWTV (TV) '30 DAY' BROCHURE

WWTV (TV) Cadillac, Mich., has made up a brochure which describes with the aid of maps and lists, that station's first 30 days on the air. The booklet labels WWTV's antenna—2,226 above sea level—"the highest in the middle-west, bringing 13 markets, which is bigger in total homes and retail sales than Memphis, Tenn." Listed are 27 newspapers which carry the program schedule shows that were carried. Three unsolicited letters from sponsors commending WWTV on its programming and reception are inclosed. Advertisers who used WWTV's services are listed, as well as a story of WWTV's "theoretically impossible" pickup and re-broadcast of the Rose Bowl Game in Pasadena. Inside back cover of brochure urges the reader: "Please let your WEED salesman tell you the whole WWTV story."

CAROLINA STORY

THE Colonel's Son Went to Town is the title of a promotional brochure released by WBTV (TV) Charlotte, N. C. The booklet uses photographs, charts, graphs and statistics to emphasize the transition of the South into a "fabulous region of mushrooming industry and mechanized agriculture." Figures are cited to show how Carolina industry has grown 1000% since 1922. The position of WBT-WBTV (TV) in coverage of "the Carolinas' most populous" area is outlined.

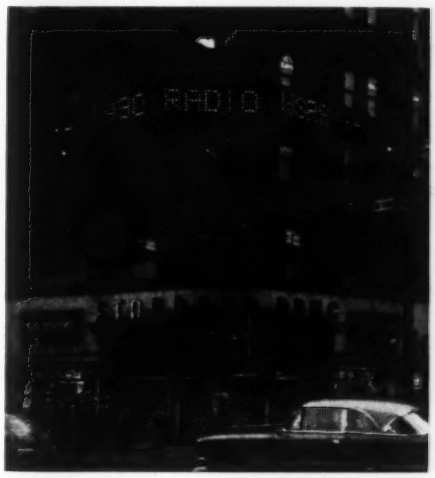
AMA-NBC HEALTH SERIES

REPORT to the nation on overweight will be presented on NBC-TV Thursday (10-10:30 p.m. EST) on the *March of Medicine Series* sponsored and produced by Smith, Kline & French Labs, Phila., in cooperation with the American Medical Assn.

The review in obesity, said to be one of the most serious health problems in the country, will be the first in the new spring series. The second program will be a report on arthritis and rheumatism on April 29, and the third will be a telecast from the annual meeting of AMA in San Francisco on June 24.

WAVE 'WEEKEND' FOLLOW-UP

A FOLLOW-UP of NBC's *Weekend* is *Kentucky Weekend* over WAVE Louisville, Ky. According to that station, the station version which immediately follows the network show is a compilation of major news that happened during the week in Kentucky and Southern Indiana. The news coverage and commentary on world events given on the NBC show are rounded out on a local level for the WAVE presentation. Many of the events are recorded on the spot or phone recorded by WAVE, then taped and edited for the show. In addition, *Kentucky Weekend* gives a complete roundup, in scripted form, of all other regional weekly news events



LATE NEWS and station promotion is the function of this moving electric news sign put up by WSRS Cleveland. The station estimates a million Clevelanders pass the sign each week.

Do You Know This Man?

He is Bill Morse, program manager of KXEL, Waterloo, Iowa. He says—

"The SESAC Library is of value and importance to us at all times just as it has been throughout the past several years. We use it constantly in many diversified programs. We especially like the rousing band music and have a special interest in the selections of our good neighbor, America's great Karl L. King. Let me assure you that the SESAC Library has a vital influence on our program operations."

The SESAC Library is **Lowest in Cost** for a complete Program Service

SESAC Transcribed Library

475 Fifth Avenue · **New York 17, N. Y.**

of importance not covered by the taped excerpts, according to the station report.

CUBAN MAILING PIECE

A GREETING-card-type mailing piece, picturing a man's head with a Cuban penny in place of one of his eyes, is being sent to advertisers by Circuito CMQ, S.A., Radiocentro, Havana, Cuba. The copy below (translated): "Nowadays, cheap things are no longer cheap." Upon opening the card, the penny appears on the back-inside cover against a black background. White dots from the penny to an antenna, representing CMQ, then on to the rest of the copy, which reads: "Nevertheless, CMQ-Radio still offers 224 radio homes for only one cent . . . 224 families daily consuming all kinds of products. Are you making full use of the opportunity that only CMQ can offer? What other medium gives so much for so little?"

Uhf-Vhf at KNUZ-TV

SIDE-BY-SIDE competition between vhf and uhf featured KNUZ-TV Houston's (uhf ch. 39) "Open House." An estimated 17,000 Houstonians compared performances of typical sets while salesmen pitched their angles to the studio crowds as well as to home-viewers. Besides sales representatives of participating dealers, television servicemen, including antenna installers and converters, many from the Assn. of Texas Electronic Technicians (TET) were represented. As a result of the intensive promotion, many sets were sold right before the camera, station reported.

'IN APOLOGIA'

A STATION apologizes to a phone company and is happy to do it, according to a booklet from WNHC-TV Hartford titled *We Caught Hell From Mr. Bell.* It seems that WNHC, operating its new ch. 8, asked viewers to phone in their reactions to a special program in December. The station says toll calls amounting to $1,237.52, were accepted in addition to 1,362 telegrams. Within eight days, 4,711 letters were received. Practically all viewers said that the reception was greatly improved. Booklet goes on to say that WNHC's 100,000 watts pack such a wallop, "we've had to remake the coverage map in New England." Inside the page is a map of station's estimated coverage area and on the back cover is a chart of basic market data on the WNHC-TV area.

KYW PROMOTES 'NEWS MONTH'

THE THEME "March is KYW News Month" is being used by KYW Philadelphia in kicking off an intensive campaign promoting the station's news programs and personalities, according to that station. The campaign involves station's sales, program and promotion departments and is designed to promote news broadcasts to both the listening audience and local advertising agency executives. KYW is pushing the drive with on-the-air announcements, train cards in suburban commuter trains, special news program features, newspaper ads and bumper strips with "KYW News is Tops." Highlighting the month-long drive will be a "Sell KYW News Week" in which a concentrated effort by the station's local sales force will make special pitches to acquaint local advertisers with KYW's news shows.

Students Take Over

AMATEURS are taking turns at running a television station. WRTV (TV) Asbury Park, N. J., which began operations on uhf ch. 58 on Jan. 22, says students at four different New Jersey high schools and Rutgers U. are taking over the station for a day each, filling all jobs except that of chief engineer which requires a licensed first-class operator under federal regulations. Students at Asbury Park High School ran the station on Feb. 12; Rutgers U., Feb. 20; Manasquan High School students will take over operation on March 12; Rumson High School on March 26; Red Bank Catholic High School on April 9.

NEWSPAPER ADS USED

AS PART of a week-long promotional campaign, WPME Punxsutawney, Pa., is running an advertisement a day in a newspaper. One such ad showed Charlie Moore, disc m.c. on the *Wake Up and Smile* morning show holding two records to side of his head for "ears." At the top of the page is the copy: B-Sure-2-(picture of an ear). Along the side of the picture are written the show's features: news, weather, time check, old jokes, weird sounds, corn, ham, wit and songs.

TEEN-AGE DJ CONTEST

AUDITIONS are being conducted by WING Dayton, Ohio, to select 60 teen-agers from a total of 235 who will air their own 15-minute disc jockey shows in a contest to select two—a boy and a girl—to work as disc jockeys during July and August. A different contestant will air his show each day, Mon.-Fri. for the next 11 weeks and the winner will be decided on the basis of listener votes. A listener may vote for as many contestants as he wishes, but may vote for a single contestant only once. WING reports that as of Feb. 26, five teen-agers had aired their programs and nearly 1,000 mail votes were received during the first two days of balloting.

WPAY COVERAGE CITED

SPECIAL praise was given to WPAY Portsmouth, Ohio, for its coverage of the dedicatory ceremonies of Detroit Steel Corp.'s open hearth shop and blooming mill, in that city. According to a letter from Walter Merkel, vice president of Detroit Steel's financial public relations counsel, Cartley & Assoc. Inc., N. Y., WPAY's one hour on-the-spot broadcast included the noise of the steel plant in operation, the sound of the first jet tap of hot steel and interviews with Max J. Zivian, firm president, civic leaders, employes and union officials. WNXT Portsmouth, made a 30-minute tape recording of the event and WSAZ-TV Huntington, W. Va., made a telecast before and after the activities.

'MILLER STORY' PROMOTION

A GLENN MILLER contest was held by disc m.c. Howie Leonard of WPOR Portland, Me., the week prior to the opening of "The Glenn Miller Story" in a local theatre. The contest ran twice daily with listeners asked to determine which of two records was played by the original Miller band. Those with most cor-

Got a MINUTE?

Got minute spots that need only the right location to make a successful sales pitch to one of the South's greatest markets — the Miami area? Here are three mighty good locations —

★ **HOUR OF STARS** with Tony Martin, Ginger Rogers, Dick Powell and Peggy Lee — 8:15–9:15 A.M. Monday thru Friday, National Air Lines has the whole first segment. Join Rybutol, Schaefer Beer, Wheaties, etc., in other segments.

★ **BILLIE AND BILL** Local live talent and recorded music Florida folks like — 9:15–10:00 A.M. Monday thru Friday. Tintex, BC, Clabber Girl, Pabst, etc., are already in!

★ **TO THE LADIES** with Jack Berry — 1:15–2:00 P.M. Monday thru Friday is getting hotter every week! Ask your Hollingbery Man for further details.

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George P. Hollingbery Co.

Established January 18, 1926
WIOD

WGAR Sports Award

AN AWARDS PROGRAM to honor northeastern Ohio's "athlete of the month" and "athlete of the year" has been initiated by WGAR Cleveland and sports leaders in several fields.

The sports leaders, comprising Northeastern Ohio Athlete of the Month Selections Board, are Paul Brown, head football coach and general manager of the Cleveland Browns; Eddie Finnegan, head football coach and athletics director, Western Reserve U.; Hank Greenberg, general manager, Cleveland Indians; Jim Hendy, general manager, Cleveland Barons, and Jimmy Lee, district head, Amateur Athletic Union.

The board will name two candidate athletes each month, and Bill McColgan, WGAR sports director, will submit the nominees to listeners on his 6:15 and 11 p.m. sports broadcasts. The athlete who receives the most postcard votes will receive an engraved plaque and certificate as "athlete of the month."

"Athlete of the year" will be chosen also by postcard vote after the end of the year by Mr. McColgan's listeners from among the 12 monthly winners.

rect of 10 Miller titles received an LP sound track album from the local Decca distributor. The station reports heavy contest mail and excellent theatre attendance. The theatre used a heavy spot campaign prior to opening of the movie, according to WPOR.

KTSM KEY PROMOTION

KTSM-AM-TV El Paso, Tex., is sending to advertisers and agencies a pamphlet with a plastic key attached and copy reading: "Here's the key to selling 172,852 cookbooks in El Paso (or anything else you may want to sell)." Inside the booklet is the explanation: "In a 24 week campaign, 41 El Paso grocery stores sold 172,852 cookbooks at a profit of $7,336.54." Continuing on, the booklet explains: "All this by completely covering the El Paso market with advertising on ONE DOMINANT MEDIUM . . . KTSM and KTSM-TV." The inside back cover assures the reader, "You, too, can dominate and sell the same market with KTSM-AM-TV."

RODEO PARADE TELEVISED

"THE LONGEST horse-drawn parade in the U. S.," was televised by KOPO-TV Tucson for the first time in the city's history, according to that station. The parade, kickoff for four days of rodeoing in the Fiesta de los Vaqueros, was made up of music of 16 bands, 2,500 western-clad citizens, more than 650 horses ridden by costumed possemen, vigilantes, cowboys and cowgirls and about 100 horse and cattle-drawn western relics. Close to 100,000 people watched the parade which was lead by Hopalong Cassidy and Governor Pyle of Arizona. Prizes worth $3,000 were awarded to the most colorful performers.

'STEUBEN-DOUS' TOWER

A CONTEST to select a name for its new transmission tower on Altamont Hill, south of Steubenville, Ohio, is being conducted by WSTV-TV that city. The tower is now over 400 feet high, according to that station, and it will be 881 feet high when it is completed. First prize is $500; second prize, $250; third, $100, and seven other money prizes will be awarded to bring the total prize money to $1,000. The contest, is scheduled to run eight weeks from Feb. 22. Entries may be submitted by sending the suggested name on a postcard with name and address to WSTV-TV Steubenville, Ohio.

WTOC-TV OPENING HAILED

A TWENTY-TWO page section of the Sunday *Savannah Morning News* was dedicated to 60,000 watt WTOC-TV that city, which went on the air February 14th. The section is devoted to WTOC-TV's personnel, facilities and programs. It contains pictures of station and program personalities plus congratulatory messages from advertisers. Also contained is a letter from Mayor Olin F. Fulmer proclaiming opening day as "Television Day in Savannah" in recognition of WTOC-TV's being the first television station in that city.

WNAM-TV SPECIAL EDITIONS

THREE Wisconsin newspapers heralded the start of WNAM-TV Neenah, Wis., with special editions. The Appleton *Post Crescent* ran a 16-page section featuring stories and pictures of the station's operations and personnel; the Oshkosh *Daily Northwestern* devoted five of its editorial pages to the debut, and the *Twin City* (Neenah-Menasha) *News-Record* carried a six-page account of WNAM-TV's facilities and operational procedure.

KOA IS MIGHTY PROUD OF ITS SPREAD!
The Single Station Network
COVERS THE WESTERN MARKET!
The KOA Radio "Spread" covers over a million square miles—THE WESTERN MARKET. Its powerful signal reaches more than 3½-million people in 302 counties in 12 Western states.
Last year Western Market earnings totaled $5-billion! $4-billion of that was spent in retail sales!
In THE WESTERN MARKET radio is the basic means of communication. And, in THE WESTERN MARKET, Radio is KOA-Radio.
Sell to these millions of people...with billions of dollars to spend...do it via the KOA "Spread"...buy KOA-Radio!
MONTANA
NORTH DAKOTA
SOUTH DAKOTA
IDAHO
WYO
NEBRASKA
ORE
NEVADA
UTAH
COLORADO
KANSAS
OKLA
TEX
NEW MEXICO
ARIZONA
CAL
KOA'S WESTERN MARKET
Edward Petry & Co., Inc.
50,000 WATTS
KOA
DENVER
For food advertisers:
KOA FOOD LEAGUE
delivers America's most food conditioned audience

Advertisers

George Estes, sales promotion manager, Gillette Safety Razor Co., N. Y., named manager, newly-created retail sales div., and **Ronald G. Johnson** named manager of newly-created wholesale sales div. Both divisions were formerly one operation.

Otto Bremers Jr., sales promotion manager, KMOX St. Louis, to Ritepoint Co., that city (pens, pencils, lighters), as advertising sales promotion manager.

Agencies

Don McGee, vice president, Dancer-Fitzgerald-Sample Inc., S. F., to Buchanan & Co., same city, as vice chairman of plans board and account executive.

MR. DURAM

Arthur E. Duram, director of tv and radio, Fuller & Smith & Ross, N. Y., elected a vice president in charge of national tv and radio operations.

Herbert A. Vitriol, vice president and director of marketing, Grey Adv., N. Y. named vice president in the account executive dept., Sullivan, Stauffer, Colwell & Bayles, N. Y.

Joseph A. Tery, freelance producer, to The Caples Co., N. Y., as director of radio, tv and films.

Ralph T. Hartell to Bermingham, Castleman & Pierce, N. Y. as account executive.

Hal Tufty, account executive, Grant Adv., N. Y., appointed assistant public relations director of that agency.

Vernon E. Creese, formerly associated with United Air Lines, N. Y., named account executive, Galen E. Broyles Co., Denver.

Robert L. Edens Jr., Hicks & Greist, N. Y., to Warwick & Legler, N. Y., as copy director.

A. Stanley Kramer, former advertising manager Burlington Mills, N. Y., to executive staff, Donahue & Coe, N. Y.

Richard Berggren, media director, Walter McCreery Inc., Beverly Hills, to Stiller-Rouse & Assoc., L. A., as general manager.

Jane Hite, fashion copy writer and assistant account executive, Gotham Advertising Co. Inc., N. Y., to Calkins & Holden, Carlock, McClinton & Smith Inc., L. A., as copywriter.

Edward J. Murphy joins N. W. Ayer & Son, N. Y., in traffic section of radio-tv department.

Nancy Cordeal to media department, Diamond & Sherwood, S. F.

Harvey Scott, George I. Lynn Advertising, S. F., forms agency bearing his name with offices at 1548 Stockton St. Telephone is Yukon 6-5739.

Beverly Romine, media director, Compton Adv. Inc., Chicago, married to Harold Haldeman, manufacturers' representative, Feb. 20.

William Naney, copywriter, Krupnick & Assoc. Inc., St. Louis, author of "A Happy 'Thirty,'" a short story appearing in current (March) issue of *Cosmopolitan.*

Stations

Don W. White, merchandising manager, WBNS Columbus, Ohio, appointed national sales manager of that station.

John Forsyth, account executive, KLAS-TV Las Vegas, to KCOP (TV) Hollywood, in same capacity.

Pete Jenkins, account executive, WICC Bridgeport, to WOV New York in similar capacity.

MR. CHRISTIANSON

Lloyd F. Christianson, president, Electronics Assoc., Long Branch, N. J., elected to board of directors, Atlantic Video Corp., owner and operator of WRTV (TV) Asbury Park, N. J.

John D. Kelly, station manager, WSRS Cleveland Heights, Ohio, to WJW Cleveland, as vice president and assistant to president.

Del Carty, sales staff, WNAV Annapolis, Md., appointed general manager, WWGP Sanford N. C.

Philip A. Melillo, WMAL-TV Washington, promoted to production manager.

John W. Powell, general manager, KRES St. Joseph, Mo., to KWBW Hutchinson, Kan., as assistant manager.

Merrell Binkley, formerly with Doubleday & Co., N. Y., to WIS-TV Columbia, S. C., as assistant manager of promotion and publicity.

Robert Quinlan, production manager, KNXT (TV) Hollywood, named executive producer.

MR. WHITE

Ken White, radio and tv columnist for *Denver Post,* to KOA-AM-TV same city as newscaster effective today (Mon.).

Jack Warren Ostrode, program director, KTOP Topeka, Kan., to news and production depts., WIBW-TV that city.

Pat Micheals, news commentator and author, to KVOE Santa Ana, Calif., as news director.

Bill Monroe, associate editor, *New Orleans Item,* appointed news director, WDSU-AM-TV that city.

Ruth Allen named womens director, WGAR Cleveland.

Robert Gene Elston, sports director, KIOA Des Moines, to sports staff, WIND Chicago. He will assist on Chicago Cubs baseball broadcasts.

Charles Herring, newscaster-reporter, KING-TV Seattle, to KNXT (TV) Hollywood, in similar capacity.

Jim Moore and **C. Gregg Van Camp,** WWVA Wheeling, W. Va., to WTRF-AM-TV same city, as newscaster and WTRF-TV as promotion director, respectively.

Norman Kramer, writer-producer, KCBS San Francisco, to news and public affairs dept., same station, in same capacity.

Paul Hayes, WACL Waycross, Ga., to WMJM

Smith's Persistence

WHEN Democratic leader Adlai Stevenson was on a southern trip in November and advocated a more "dignified" approach in hunting Communists in government, he was asked in Tuscaloosa, Ala., by WJRD Tuscaloosa news commentator Starr Smith what he meant by "dignified." Mr. Stevenson promised to discuss it later, but left town before Mr. Smith had an answer. Mr. Smith then wrote Mr. Stevenson, repeating his question. Mr. Stevenson replied in a letter, recommending fewer "get in the act" subpoenas by politicians, no more "attacks" such as the speech on former President Harry S. Truman which Attorney Gen. Herbert Brownell delivered to a Chicago luncheon club and the appointment of a "high level commission of distinguished citizens" to make the investigations.

The story of Mr. Smith's correspondence was carried on the United Press wire. However, according to the WJRD commentator, the local newspaper would not use the story. So Mr. Smith's radio sponsor, the local Northington Laundry, stepped in and used part of its paid space in the *Tuscaloosa News.*

join the happy family!

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now available
under a new selective
LOW COST FAMILY PLAN that's practical, flexible and economical. Send for details and rates without obligation.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

JAMES H. BUTTS (r) is welcomed to KOA-TV Denver by J. A. Slusser, director of technical operations. Mr. Butts will be tv operations supervisor. He was formerly KBTV (TV) Denver studio supervisor.

Cordele, Ga., as announcer and salesman; **Jack Shiver,** WMGA Moultrie, Ga., to WMJM as announcer and sportscaster.

Art Vipond returns to CKOV Kelowna, B. C., as assistant engineer.

Virginia Butts, freelance writer, *Dial Dave Garroway* radio show, to continuity staff, WBBM-TV Chicago.

Don Curran, promotion manager, KATV (TV) Pine Bluff, Ark., to sales office in Little Rock; **Rex Cole,** salesman, same station, named local sales manager in charge of sales dept., Little Rock.

Kenneth E. Thomas, assistant director, educational KSAC Manhattan, Kan., named director of that station.

Jim Hill, farm service director, WEAU Eau Claire, Wis., to WCCO Minneapolis-St. Paul as associate farm service director.

Harry Fender, former Ziegfeld juvenile star of the 20s, to KMOX St. Louis as disc m.c. on *Harry Fender Show*.

Bob Burns, formerly of WCAU Philadelphia, to announcing staff, WHAM Rochester, N. Y.

Zeke Manners, comedian-personality, ABC Radio and WJZ-TV New York, to KFWB Hollywood for daily early morning 30-minute show starting today (March 8).

John J. Anthony, radio personal problems advisor, Mutual-Don Lee Broadcasting System, to KTTV (TV) Hollywood as moderator of tv version of similar program.

Ralph Collier, WHAM-AM-TV Rochester, N. Y., to WCAU Philadelphia.

Ernie Tannen, vice president, WGAY Silver Spring, Md., reelected president of Silver Spring Inter-Club Council, composed of 17 civic, fraternal, veterans' service and women's organizations.

Henry P. Johnston, president, Tv Corp. of Alabama Inc., operator of WABT (TV) Birmingham, named chairman of inter-racial council, for Jefferson County Coordinating Council of Social Forces.

Vincent Francis, general manager, KGO-AM-TV San Francisco, receives award from S. F. Junior Chamber of Commerce as 1953 "Man of the Year" for his civic leadership.

Harold C. Lund, general manager, WDTV (TV) Pittsburgh, elected vice president of Civic Club of Allegheny County, Pa.

Paul Dixon, star of DuMont's *The Paul Dixon Show*, received the American Heart Assn. merit award for "outstanding work for the organization."

Grady Cooper Jr., sales manager, WMJM Cordele, Ga., elected president, Cordele Junior Chamber of Commerce.

Robert Freeland, promotion and public relations director, KOTV (TV) Tulsa, named Tulsa county chairman, 1954 Crusade for Freedom drive.

Syd Jaffe, sportscaster WNHC-TV New Haven, received one of the cash awards from *Baseball Stars* magazine given on basis of predicting final position of teams, most valuable player and rookie of the year, etc.

Ruth Warns, secretary to **Charles E. Hamilton,** KFI Los Angeles, and Bill Howard Hubbard were married Feb. 26.

Thomas V. Belcher, director, KNBH (TV) Hollywood, father of girl, Vanessa, Feb. 22.

William Schuyler, account executive, KHJ-TV Hollywood, father of girl, Linda Elizabeth, Feb. 22.

Cliffie Stone, western singer-m.c., KCOP (TV) Hollywood, father of boy, Jonathan, Feb. 25.

Henry Clark, staff announcer, WTRY Troy,

"Still Openings"

IN THE BLUE RIBBON LIST

Join this parade of successful advertisers! Prestige accounts build better results. **KTVH** business offices in Wichita and Hutchinson; studios in Hutchinson; Howard O. Peterson, General Manager.

CHANNEL 12

KTVH

HUTCHINSON - WICHITA

VHF 240,000 WATTS

CBS BASIC — DU MONT — ABC

REPRESENTED BY H-R TELEVISION, INC.

COVERS CENTRAL KANSAS

N. Y., father of girl, Francine Marie, Feb. 17.

Networks

Rolland J. Reichert, former program operations supervisor, NBC Central Div., appointed production facilities manager, NBC Chicago.

Charles Herring, news director, KING-TV Seattle, to CBS-TV news office, Hollywood.

William Stewart, western division editor, United Press Movietone News, Hollywood, to CBS-TV that city as assistant to Frank LaTourette, West Coast director of news.

Jack Sterling, m.c. of CBS Radio's *Make Up Your Mind,* named national radio chairman for 1954 observance, National Sunday School Week, April 12-18.

Gale Storm, co-star of NBC-TV *My Little Margie* film series, chosen "best-dressed star in show business" by the Debbers, organization of some 10,000 southern Calif. teen-age girls.

Manufacturers

Joseph E. Hinds Jr., Office of Naval Research, to Electronics Division of Bing Crosby Enterprises, as eastern sales manager headquartered at 600 Fifth Ave., N. Y.

Kenneth R. Wright, radio producer, BBC, to Ontario sales representative of S. W. Caldwell Ltd., radio and tv station equipment distributor.

Alfred A. Medica, assistant advertising manager, Admiral Corp., appointed sales manager for national accounts; **Helmuth Tamberg,** tv sales manager, Admiral Distributors Inc., S. F., appointed general sales manager.

John E. Nelson, product manager for GE industrial and transmitting tubes, Schenectady, appointed central regional manager for GE equipment tube sales; **C. Byron Farmer,** GE sales manager for equipment tube sales for Ga., Ala. and Fla., appointed regional sales manager for newly-created replacement tube southeastern sales region; **Albert C. Bourget,** replacement tube sales, Schenectady, succeeds Mr. Farmer.

MR. HAMMOND

J. A. Hammond, manager, CFCF Montreal, appointed broadcasting manager of Canadian Marconi Co., station's parent company.

Charles T. Carroll, chief of government engineering, Hallicrafters Co., Chicago, appointed engineering director. He succeeds **Harold Adler,** resigned.

Dr. James B. Fisk, director of research in physical sciences, Bell Telephone Labs, N. Y., elected vice president in charge of research, succeeding **Dr. Ralph Bown,** who continues as a vice president with new assignment in charge of long-range planning of programs.

H. Leslie Hoffman, president, Hoffman Radio Corp., L. A., and Radio Diablo Inc., Stockton, named chairman of 1954 Cancer Crusade of American Cancer Society in Calif., starting April 1.

Film

Roy Tash named assistant manager, Ontario div., Associated Screen News Ltd., Toronto.

J. Edward Reich, Kling Studios Inc., Chicago, appointed director of scenario div., supervising preparation of scripts for tv commercials.

William Herndon, story editor, Sovereign Productions, Hollywood, to Meridian Pictures, that city, in same capacity. He succeeds **Buck Houghton,** who joins Bernard Tabakin, that city, as associate producer.

James Wallington, Hollywood radio-tv announcer, signed by American National Studios Inc., that city, as moderator on new *Pick Your Winner* tv film series. **William Beaudine** is set by ANS as director on *The Family Next Door,* quarter-hour soap opera tv series now shooting.

Bruce Bennett, stage and screen actor, signed by Donbar Productions, Hollywood, as host-narrator on *Lifeline,* half-hour tv film series now in production.

Trade Associations

Al Paul Lefton, president of agency bearing his name, Phila., elected president, convention and visitors' bureau, Chamber of Commerce of Greater Phila.; **Roger Clipp,** general manager, WFIL-TV same city, re-elected a vice president.

Norman E. Watts, sales and advertising manager for Worksman Service, L. A., appointed Los Angeles Adv. Club managing director. He succeeds **Frank Crane,** recently named managing director, Southern California Broadcasters Assn.

Winfield Holden, radio-tv supervisor, J. Walter Thompson Co.'s Detroit office, named president, Detroit Television Council. Other officers: Vice president, Robert Loucks, Ned's Auto Supply Stores; treasurer, Bernard Pearse, Weed Tv; secretary, Ruth Shadko, *Tv Guide;* board members — Glen Kyker, Kenyon & Eckhardt; Robert Dudley, Campbell - Ewald; William Saunders, Detroit Edison; Arthur Underwood, Katz Agency; David Gillis, Jam Handy Organization; Edwin Wheeler, WWJ-TV, and William Witherell Jr., Video Films.

MR. HOLDEN

Dave Showalter, director of public affairs, CPRN Hollywood, named chairman of public service committee, Southern California Broadcasters Assn., same city.

Arthur Hull Hayes, general manager, KCBS San Francisco, elected for a three-year term on board of directors, San Francisco Employers Council.

Lester W. Lindow, general manager, WFDF Flint, Mich., elected to board of directors, Flint Rotary Club.

Thomas D'Arcy Brophy, president, American Heritage Foundation, received the Milwaukee Adv. Club Award Plaque for Distinguished Service in Advertising Feb. 25.

Professional Services

Richard Dorso, formerly vice president, United Television Programs Inc., to Rogers & Cowan, public relations company, as executive vice president in charge, commercial and industrial division.

Si Shulman, news director, WCKY Cincinnati, resigns to devote full time to his Midwest Publicity Services, 813 Keith Bldg., that city.

Peggy Young appointed New York sales representative, Cappel, MacDonald & Co., Dayton, Ohio, sales incentive firm.

Derrick Dyatt, formerly film buyer, WTOP-TV Washington, opens consultant office for tv station applicants and others with tv problems at 3811 Van Ness St. N. W., same city.

Representatives

Powell Ensign named executive vice president, Everett-McKinney Inc., N. Y.

Don Wright, owner, Metropolitan Broadcast Sales, Toronto, to sales staff, Radio & Television Sales Inc., Toronto. **Andre Rancourt,** to Montreal office of Radio & Television Sales Inc.

Paul Mulvihill, president, station representative of same name, Toronto, father of boy Feb. 20.

Cover Central Missouri with
KFAL
Reach this central Missouri market with 186,323 radio families * and a consumer income of $698,285,000*, in a thirty county, four city, ½ mv area covered by KFAL.
* SRDS and Sales Management Survey
Write today for particulars!
K F A L
900 Kc 1,000 Watts
FULTON, MISSOURI

CANADA TO PROBE 'GIVEAWAY' SHOWS

Canadian Broadcasting Corp. and Canadian Assn. of Radio & Tv Broadcasters will try to get together on the problem at a March meeting in Ottawa.

A MEETING to investigate complaints on the large number of Canadian radio and tv giveaway shows will be held in March at Ottawa by committees from Canadian Broadcasting Corp. and Canadian Assn. of Radio & Television Broadcasters, according to A. D. Dunton, CBC chairman, and Jim Allard, CARTB executive vice president, both of whom will sit with the joint groups. Advertising agency representatives also have been invited.

CANADA

Although quiz shows are said to be part of the giveaway group, CBC officials say such CBC network quiz shows as *Treasure Trail* and *Share the Wealth* have large followings. Agency executives have warned broadcasters at regional meetings of the dangers of other types of giveaway shows such as those which award large jackpots for answering telephone calls or use similar methods.

Religious groups have asked fewer commercial programs on Sundays, especially on tv. These groups have been unable to stop Sunday radio commercials. In February, the United Church Board, meeting in Ottawa, asked CBC to stop televising junior hockey games and variety shows on Sundays; it also asked the National Council of Churches in the U. S. to help stop beer and liquor advertising on U. S. border stations which are viewed in Canada, where such advertising is not allowed.

One church resolution suggested that ministers be trained to make use of tv since the medium was becoming an important Sunday competitor. One minister said commercial shows are better than others and that U. S. commercial shows are better in general than CBC tv shows.

Britain to Up Set Fee On Tv to Aid Programs

GREAT BRITAIN will raise its annual license fee for television set owners from $5.60 to $8.40, starting in June, to provide funds for improving BBC's tv programs and to furnish a small sustaining fund for the new commercial tv system that is to compete with BBC, it was promised by the Government last week. Postmaster General Earl De La Warr said in the House of Lords the Government no longer would keep inceasing the amounts it takes from the license fund for non-broadcasting purposes. Radio license fees make up only partly for BBC's losses in television.

GREAT BRITAIN

Assistant Postmaster General L. D. Gammans told the House of Commons the license fee would have to be raised to $14 for operation of both the BBC and the new commercial tv corporation without advertising.

Canadian High Court to Rule In Music Copyright Fee Case

DECISION of the Canadian Supreme Court on legality of the Canadian radio music copyright fee system is expected to be announced sometime in April, according to informed sources at Ottawa. The Supreme Court early in February heard counsel for CHML Hamilton and the Canadian Assn. of Radio and Television Broadcasters argue against the present copyright fee basis under which officials of the Composers, Authors and Publishers Assn. of Canada can investigate broadcasting station books to determine the gross revenue on which fees of 1¾% are based. The award to CAPAC on this basis was made by the Canadian Copyright Appeal Board in 1952, and has since been the subject of litigation.

CANADA

KUAM Begins Next Week

FIRST commercial station on Guam, KUAM Agana [B•T Nov. 2, 1953], starts operation March 14, according to Harry Engel, part owner and general manager. It will operate on 610 kc with 1 kw.

GUAM

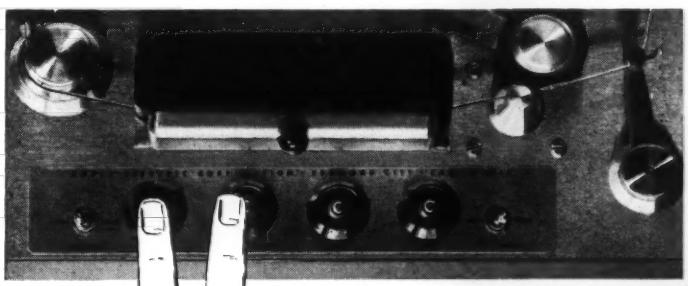
Norway Begins Tv Tests, Sets 3 Years of Study

NORWAY'S first television images have been transmitted at Oslo, marking the start of a series of technical test transmissions [B•T, Jan. 11], according to the Norwegian Embassy in Washington, D. C.

NORWAY

The initial test presented a half-hour live program Jan. 12 from the temporary studio erected by Norwegian Broadcasting Corp. on the Trvaanshogda hilltop near Oslo. It featured talks by Kaare Fostervoll, NBC general manager, and others. The embassy quoted Oslo newspapers as saying reception was excellent.

Technical test transmissions will be made



these pushbuttons are *fast* on cues...

They're the controls on the *new* AMPEX 350 Tape Recorder

Their quick, positive action will give station operators a new "sureness" with tape. Cueing is exact; editing is faster; fumbling is out. Remote control is available too. Responsiveness has always been a part of the *Ampex Standard of Excellence* — but now it is better than ever, making the AMPEX 350 truly the NEWEST OF THE BEST.

AMPEX MODEL 350
The new slant puts all controls within easy reach of any operator, tall or short.

- **STARTING WITH A SPLIT SYLLABLE**
  From pressing of the start button to stable tape motion takes 1/10th second. Tape can be backed off from starting cues as little as one to two inches. Precise starts become routine. Reliability is supreme.
- **STOPPING WITHIN TWO INCHES**
  Even at 15 inches per second, the tape stops within less than two inches after the button is pressed. Band type brakes give positive stops; no drift or tape spillage can occur.
- **EASIER CUEING AND EDITING**
  The Model 350 can be shuttled rapidly between fast forward and rewind without stopping. Cues for starting, editing or dubbing are speedily located. And for convenient editing, the capstan drives on the "pull side" of the heads.
- **ADJUSTMENT FOR REEL SIZES**
  A new switch selects proper tape tension either for 10½-inch NARTB reels or for 5 or 7-inch plastic RMA reels. Proper tension means longer tape life, more accurate timing and truer performance.

Recorders from $975; Model 350 from $1095; Reproducers from $585. For further information write today to Dept. D-1279-C.

IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY

AMPEX CORPORATION

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Distributors in principal cities; distribution in Canada by Canadian General Electric Company

AROUND-THE-CAMERA group at an open house held by CFPL-TV London, Ont., for advertisers and agency timebuyers included (l to r) Gordon Allen, Associated Broadcasting, Toronto; Murray Brown, manager of CFPL-AM-FM-TV; Ernie Allen, Ronalds Adv. Agency, Toronto; Olive Jennings, Harold F. Stanfield Ltd. (agency), Toronto; Joanne Rebstock, Armand S. Weill Co., Buffalo, and Gilbert Templeton, Templeton's Ltd. (advertiser), Toronto.

for two years at which time evaluation and examination of results will begin and will last another year, the embassy said. The Norwegian government and Parliament then will weigh findings to determine whether to start regular tv programs in Norway.

U. S. Tv Shows Still Top Canada's in Popularity

More Canadians are turning to that country's own stations, but U. S. network and film programs take the best ratings.

WHILE MORE Canadians are turning to Canadian tv stations, growth in popularity of U. S. network and film programs increases, according to the February ratings report of Elliott-Haynes Ltd., Toronto. In four areas surveyed in the first week of February highest audience ratings went to U. S. programs. Biggest tv audience is in the Toronto-Hamilton-Niagara area, with approximately half the tv sets in Canada. Here CBLT Toronto continued to increase its share of the audience for an average of 34.6%, with WBEN-TV Buffalo accounting for most of the remainder. The 10 most popular shows on CBLT were *Jackie Gleason*, rating 53.7; *Dennis Day* 48.5; *Our Miss Brooks* 45.4; *NHL Hockey* (Canadian) 44.3; *Holiday Ranch* (Canadian) 43; *Toast of the Town* 38; *Studio One* 34.4; *Douglas Fairbanks Presents* (British) 34.3; *Boxing* (Canadian) 31.8; *Liberace* 29.

CANADA

In the same area WBEN-TV's top five shows were *Dragnet* 66.1; *Treasury Men in Action* 64.3; *Groucho Marx* 63.8; *Letter to Loretta* 63.2; *Arthur Godfrey* 62.9.

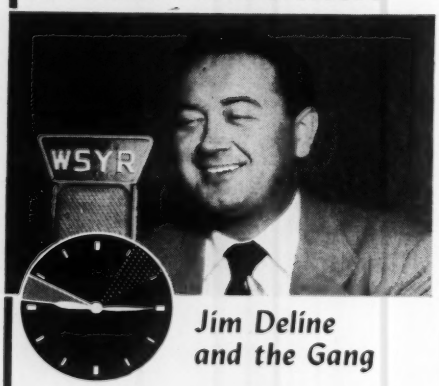
In the Montreal area two stations were on the air for the first time in the survey, one in English (new) and one in French. Since much of the audience bilingual CBFT Montreal, since its start in September 1952, were English-speaking, the new English-language station there, CBMT, had the larger share of the audience. Its five shows were *Toast of the Town* 86.4; *Showtime* (Canadian) 83.9; *Four Star Playhouse* 83; *Douglas Fairbanks Presents* (British) 82.7; *CBC News Magazine* (Canadian) 79.3. French-language shows on CBFT led with *La Famille Plouffe* 79; *Feuille au Vent* 77.2; *Tour de Chant* 71.7; *Pays et Merveilles* 71.4; and *Lutte* 70.7.

In London, where some U. S. stations had been seen with irregularity, the bulk of the audience, 92%, now looks at CFPL-TV London, the rating report shows. Most popular 10 shows include seven U. S. originations and three Canadian.

On Canada's West Coast, where CBUT Vancouver came into operation at the end of 1953, there is competition from three U. S. border stations. CBUT had 38.2% of the audience, with KING-TV Seattle having 32.5%, and the remainder divided between KVOS-TV Bellingham and KOMO-TV Seattle. On CBUT, which originates only local news to date, seven of the first 10 shows were American originations, three were Canadian.

REGIONAL RADIO WOW
First in all Periods!*
6-10 a.m.
WOW Pulse 8.3
B station 3.7
C station 2.4
10 a.m.-2 p.m.
WOW Pulse 8.7
B station 4.6
C station 2.3
2-6 p.m.
WOW Pulse 8.5
B station 3.6
C station 3.8
6-10 p.m.
WOW Pulse 10.4
B station 6.3
C station off air
*Mon. thru Fri. Nov. — Dec. 1953 Pulse of Regional Radio WOW Area
RADIO WOW
OMAHA 590 • NBC
A Meredith Station
JOHN BLAIR & CO., Rep.

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers



Jim Deline and the Gang

After 16 years, the Jim Deline show is still the top radio variety show of Central New York. Sponsors' sales figures prove it. Participating, Monday through Saturday.

9:15 – 9:55 a.m.
(Also 1:00 – 2:00 p.m.)

Headley-Reed, National Representatives

WSYR SYRACUSE 570 KC
NBC AFFILIATE

WEST COAST Gates • LOS ANGELES
7501 SUNSET BOULEVARD
TELEPHONE - - HOLLYWOOD 2-6351
— FOR ALL BROADCAST EQUIPMENT NEEDS —

DETROIT EDUC. TV SETS CH. 56 GOAL

GOAL of $1.4 million has been set by the Detroit Educational Television Foundation, applicant for ch. 56 there. Pledges amounting to $300,000 already have been received from foundations and corporations.

The current drive is to raise money for construction, a special contingency fund and the first year of operation. Participating organizations will finance the tv operation after the first year.

The Foundation is composed of civic, cultural and educational foundations, including Catholic, Lutheran and public schools. Member educational institutions which will do the programming will be Wayne U., U. of Detriot, Mercy College, Detroit Public Schools, Marygrove College, Detroit Parochial Schools, Detroit Lutheran Schools, Granbrook Institute, Detroit Institute of Technology, Merill-Palmer School and suburban public schools.

The tv station will operate from studios located at U. of Detriot and Wayne U. campuses, and at radio station WDTR, Detroit Public Schools' station. An old theatre at Wayne U. will be converted into ch. 56's largest studio, with offices for production personnel, motion picture facilities, scene shops and control room. U. of Detroit plans to build a new tv center, which will include two studios.

Civic organizations who are members of the Foundation are Detroit Symphony Orchestra, Edison Institute, Detroit Public Libraries and the Art Institute.

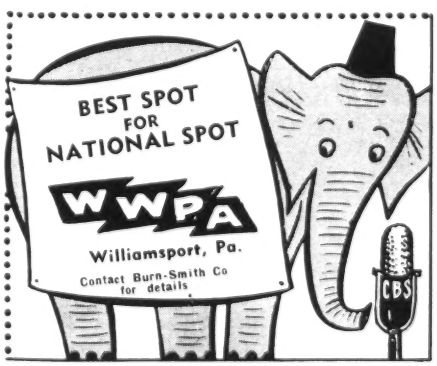
Broadcaster-Advisors Back Kan. State Radio-Tv Course

RADIO-TV courses offered at Kansas State College and the basic philosophies behind them are sound, it was decided by the newly-created Advisory Council on Student Training for Radio and Television for the college, at its first meeting Feb. 13 at Manhattan.

The Advisory Council, comprising eight Kansas commercial station managers, reacted favorably in general to a report submitted to it by the college, and suggested that courses on salesmanship should be added to the KSC training. The Council felt radio personnel should be able to sell both copy and themselves, that "announcers" should be called "air salesmen," and that there is a lack of qualified radio personnel in Kansas, especially on the advanced levels.

Members of the Council tentatively agreed to meet twice a year. They pledged themselves to seek college membership in NARTB for students and to try to secure NARTB, BMI and BAB releases free for the KSC radio-tv section library.

Council members present were: Ray Jensen, KSAL Salina, president, Kansas Assn. of Radio Broadcasters; O. L. (Ted) Taylor, KANS Wichita; Bob Wells, KIUL Garden City; Thad Sanstrom, KSEK Pittsburg; Grover Cobb, KVGB Great Bend, and Warren Mowder, KMAN Manhattan. Absent were Ben Ludy, WIBW Topeka, and Ed Mason, KXXX Colby.



Regents, PEA Criticize N. Y. Education Tv Bill

A BILL outlining terms under which noncommercial educational television stations may be established in New York State was criticized last week as "overly restrictive" by both the New York Board of Regents and the Public Education Assn.

Under the bill, the Board of Regents is authorized to issue charters to groups prepared to finance educational stations on a private basis. The Board and PEA expressed objection to Section 7, which would make the inclusion of "partisan or political" materials in a telecast a basis for revocation of the corporation's charter by the Board of Regents.

A regents committee said the bill, as drawn, would prevent stations from presenting "many worthwhile programs on public questions" and would prove a "constant source of irritation." The group said the word "political" is too broad, especially when separated from "partisan." It urged that the bill give the regents power to revoke an educational television charter if programs attempt "to influence the enactment of legislation or the election of candidates to public office."

Echoing sentiments of the regents, PEA said that Section 7 is "a flagrant violation of academic freedom" and added that it should be amended to "comply with the established principle of giving adequate opportunity for the presentation of opposing points of view."

The bill, initiated at the direction of Gov. Thomas E. Dewey of New York, was defended in a memorandum issued by counsel for the governor. It said in part:

"Nothing in the bill prohibits the presentation of controversial issues (on a television program) if both sides are fairly presented. If controversial issues are used for partisan, political and subversive purposes, however, the Board of Regents is given power to act."

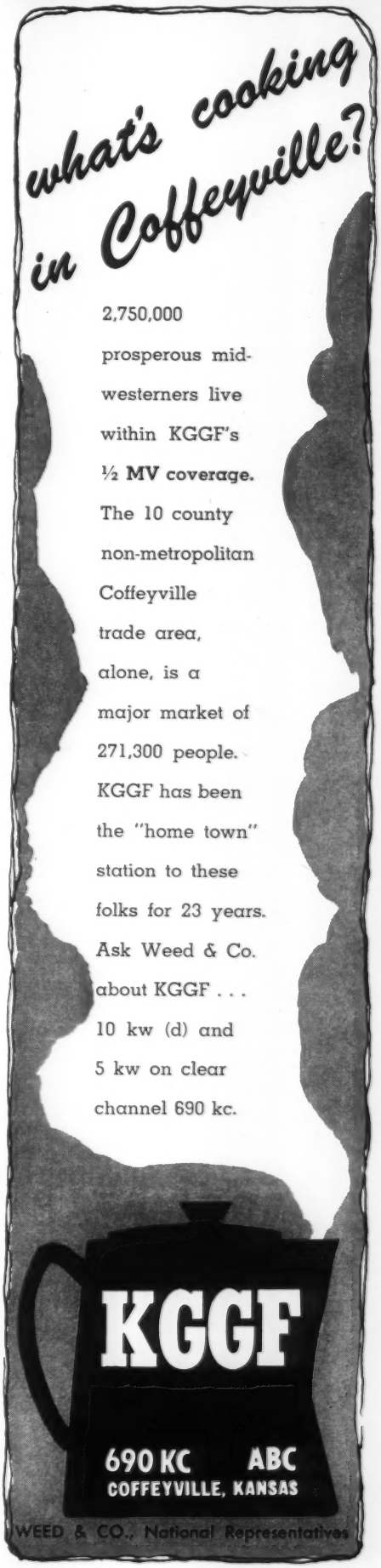
Communications Courses Set

THE New School for Social Research, 66th W. 12th St., New York, has announced two new courses bearing on the broadcasting industry: One, Mass Media and International Relations, comprises lectures in the fields of press, radio and tv; the other, Seminar on International Communications, is designed for advanced students and professionals interested in information, propaganda and cultural relations, foreign affairs, international exchanges and international advertising.

WFDF Offers UN Course

COURSE of instruction on the UN is being offered over WFDF Flint, Mich., in cooperation with the Mott Foundation. Titled "The United Nations—What's in it for Me," the course will extend over 13 Monday evening radio sessions and will present the origin, organization, and functioning of the UN, with emphasis on its meaning to the daily life of each American.

Enrollment fee is 25 cents for which the listener-student will receive an outline of the sessions, bibliography of related reading material, booklets and UN publications.


what's cooking in Coffeyville?
2,750,000 prosperous mid-westerners live within KGGF's ½ MV coverage. The 10 county non-metropolitan Coffeyville trade area, alone, is a major market of 271,300 people. KGGF has been the "home town" station to these folks for 23 years. Ask Weed & Co. about KGGF . . . 10 kw (d) and 5 kw on clear channel 690 kc.
KGGF
690 KC ABC
COFFEYVILLE, KANSAS
WEED & CO., National Representatives

Teacher Likes 'Peepers'

VALUE of the NBC-TV show, *Mr. Peepers*, sponsored by Reynolds Metals Co. (Sun. 7:30-8 p.m. EST), as an educational force in humanizing the relations between teacher and pupil has been cited by Lt. (jg) Ralph E. Jones, USNR, instructor in mathematics at Valley Forge Military Academy, Wayne, Pa., in an address to the corps of cadets there. Lt. Jones said the show also has served as an inspiration to teachers seeking a more personal approach to their students.

Fund Drive Postponed

FUND campaign for $600,000 to build a noncommercial educational tv station on Washington's reserved uhf ch. 26 has been delayed until the fall, according to the Greater Washington Educational Tv Assn., prospective applicant to succeed Board of Education which voted to dismiss its bid for lack of funds.

RCA Institutes Graduates 135

SOME 135 students, including some from Canada, Hawaii, Puerto Rico, Egypt, Israel, Venezuela and Indo-China, were graduated from RCA Institutes in New York on Feb. 26.

DEPENDABLE PERFORMER!

Filmmeter Model #106F

professional price $20.13 net (also available with plain 1/5 second dial, side-slide.)

Minerva RADIO & TV STOPWATCH

COIL AND HAMMER SPRINGS UNCONDITIONALLY GUARANTEED FOR LIFE! Exclusive Minerva Coil Springs prevent failures from friction or wear. Independent Hammer Spring Mechanism insures perfect flyback to Zero—every time!

TIMES FILM FOOTAGE EXACTLY! Dial scaled to 90 and 36 ft.-per-minute register for 35 and 16 mm. films. Small hand records up to #) 30 minutes; long hand completes revolution in 60 seconds.

ACCURACY OF 7—JEWEL NON-MAGNETIC MOVEMENT CERTIFIED BY WESTERN ELECTRIC ELECTRONIC TIMER.

regularly at work in CBS, NBC and ABC Network Studios, as well as affiliates and independents throughout the country.

New Color Catalog Now Ready—Write Today!

M. DUCOMMUN COMPANY

SPECIALISTS IN TIMING INSTRUMENTS

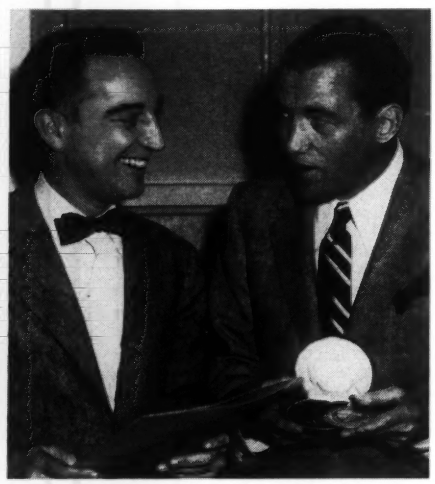
580 Fifth Avenue, New York 36 PLaza 7-2540

duPont Awards Dinner Set March 26 in D. C.

THE 1953 duPont Radio and Television Awards will be presented March 26 during a dinner at Washington's Mayflower Hotel, O. W. Riegel, curator of the Alfred I. duPont Awards Foundation, said last week.

Two radio or tv stations, one relatively large and the other relatively small, will receive the awards for outstanding performance in the public interest in 1953. A third will go to a news commentator for outstanding accomplishment in 1953. Each award has a cash value of $1,000.

Winners may use the awards to establish scholarships in radio-tv. Last year's winners of the 1952 awards were WBNS-TV Columbus, Ohio, WMT Cedar Rapids, Iowa, and Gerald W. Johnson, WAAM (TV) Baltimore commentator.



GARY MOORE (l) receives from Ed Sullivan the American Heart Assn.'s medallion and citation for Mr. Moore's services as chairman of the Tv Entertainment Committee of the 1953 Heart Fund. Both are CBS-TV stars.

15 Radio, 12 Tv Outlets Nominated for NBFU Awards

FIFTEEN RADIO and twelve television stations have been nominated by their respective communities for the 1953 Gold Medal Awards of the National Board of Fire Underwriters, NBFU General Manager Lewis A. Vincent announced last week.

Judging of the radio-tv entries was completed last Wednesday and selection of winners from among the 56 entries in the newspaper classification was to be made last Friday. Winners in all three groups will be announced March 17 at a reception for radio, television, and newspapers at the Hotel Ambassador in New York.

Nominations were submitted by fire department officials, civic and business organizations and community leaders in whose judgment the local radio or tv station or newspaper had rendered outstanding service in fire prevention and fire safety. Gold Medal entries in radio and tv were listed as:

Radio—KFAB Omaha; KOIN Portland, Ore.; KYNO Fresno, Calif.; WHO Des Moines; WBNS Columbus, Ohio; WIP Philadelphia; WHAS Louisville; KBIG Hollywood; KANS Wichita; KWKW Pasadena; WPRO Providence; WGAR Cleveland; WTDS-FM Toledo; WGBO-FM Newark; WTAR-FM Norfolk.

Television — WFMY-TV Greensboro, N. C.; WPAG-TV Ann Arbor, Mich.; WRGB (TV) Schenectady; WFIL-TV Philadelphia; WTVN (TV) Columbus, Ohio; WABD (TV) New York; WTOP-TV Washington; WCPO Cincinnati; WTVI (TV) Belleville, Ill.; WTAR-TV Norfolk; WBZ-TV Boston; WBRE-TV Wilkes-Barre, Pa.

Judges who selected winners in the radio and television classifications were Robert N. Pryor, vice president in charge of public relations for WCAU-AM-TV Philadelphia; Barton K. Feroe, station manager, WDEL-TV Wilmington, Del., and Donald G. Coe, director of news and special events for the ABC Radio network.

Cleveland AFTRA Awards Announced

CLEVELAND's radio and tv stations and their personalities and programs were honored last week in the third annual awards luncheon by the American Federation of Television & Radio Artists at the Hotel Hollenden. The winners:

RADIO

News reporting—Tom Field, WTAM; flash news coverage—Bob Engel, WSRS; play-by-play sports announcing—Ken Coleman, WTAM; sports reporting—Jim Graner, WJW; women's program—Barbara Reinker (Jane Stevens), WJW; children's record program—Walt Kay, WDOK; children's "live" radio program—*Fairytale Theatre*, Harry Pollock, producer, WGAR; classical musical program—Henry Pildner, WGAR; popular musical program—Dick O'Heren, WHK.

Group performance—musical program *Morning Bandwagon;* WTAM; commercials—Bill Mayer, WGAR; educational programs—*Ohio Story*, WGAR and WERE public service programs—*Let's Look at the News*, WGAR, and *City Club Forum*, WGAR; individual performance—Johnny Andrews, WTAM; group program—*Morning Bandwagon*, WTAM.

TELEVISION

News reporting—Warren Guthrie, WXEL (TV); news and humor—Tom Haley, WNBK (TV); weather reporting—Glenn Rowell and Cy Kelly, WNBK; play-by-play sports announcing—Bob Neal WXEL; sports reporting—John Fitzgerald, WXEL; sports instruction—Sam Levine, WNBK; hobby program—Frieda Champion and Bob Dale, WEWS (TV); cooking program—Alice Weston, WXEL; beauty instruction—Paige Palmer, WEWS.

Children's film program—Joe Bova, WNBK; children's "live" program—Glenn Rowell and Cy Kelly, WNBK; individual musical performance—Lee Sullivan, WEWS; musical variety—Sidney Andorn, WXEL; commercials—Glenn Rowell and Cy Kelly, WNBK; educational programs—*It's Worth Knowing* and *Meet Your Schools*, Cleveland Board of Education, WEWS.

Promotion—Don Perris, WEWS; public service—*Prescription for Living*, WXEL; individual performance — Sidney Andorn, WXEL; group program—*Prescription for Living*, WXEL.

SOUTHWEST Gates • HOUSTON

2700 POLK AVENUE

TELEPHONE - - ATWOOD 8536

— FOR ALL BROADCAST EQUIPMENT NEEDS —

TAPED interview is made with J. Stan Surber (r), Peru, Ind., "ham" radio operator who received the GE Tube Dept.'s 1953 Edison Radio Amateur Award in Washington for his public service in relaying letters between men at five Arctic weather stations and their families in the U. S. Tris Coffin (l) of Tris Coffin Assoc., Washington radio-tv news operation, will make the tape available to radio stations. Mr. Surber also was cited by the U. S. Weather Bureau.

Graphic Arts Group Cites CBS-TV and Radio Ads

SIX advertisements of CBS Television and three of CBS Radio were included in the "50 advertisements of the year" selected by the American Institute of Graphic Arts for their excellence of taste and design. No other company had more than two ads of the 50. Winners were on display at AIGA's exhibit of "design and printing for commerce" in New York.

Four of the award-winning CBS-TV ads dealt with programs: *Omnibus, Jack Benny Show, Red Buttons Show* and the Coronation telecasts. The two others were titled "This Is a House" and "Pattern that Killed a Myth." William Golden is creative director of advertising and sales promotion for CBS Television.

The CBS Radio ads were "Where There's Smoke, There's Radio", "Panel of Experts", and "Talk About Radio-Activity." George Bristol is sales promotion and advertising director for CBS Radio.

California Groups Cited

JOINT awards from Los Angeles city civil service commission were presented to the Southern California Broadcasters Assn. and the Southern California Advertising Agencies Assn. in recognition of expert assistance and time donated by member stations and agencies in publicizing the recent police recruitment drive. Frank Burke Jr., general manager of KFVD Los Angeles and president of SCBA, and Al Atherton, head of his own agency and president of SCAAA, accepted certificates for respective trade organizations.

WCCO-TV Program Cited

THE *Christian Science Monitor* has cited *Around the Town With Arle Haeberle*, daily interview show on WCCO-TV Minneapolis-St. Paul. Miss Haeberle, producer-director-conductor of the show, interviews prominent persons and makes appeals for worthy causes.

Station Authorizations, Applications
(As Compiled by B•T)

Feb. 25 through March 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc—megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. uni. — unlimited hours. kc — kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Jan. 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,508	527	101
CPs on air	16	28	†268
CPs not on air	120	19	197
Total on air	2,524	555	†369
Total authorized	2,644	574	566
Applications in hearing	133	3	180
New station requests	165	4	134
Facilities change request	144	26	26
Total applications pending	749	134	302
Licenses deleted in Jan.	1	7	0
CPs deleted in Jan.	2	0	13

***Does not include noncommercial educational fm and tv stations.**

†Authorized to operate commercially.

* * *

Am and FM Summary through March 3

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,531	2,523	148	165	133
Fm	564	528	47	4	3

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	221	301	522
Educational	12	17	29[1]

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	240	125	365
Noncommercial on air	1	2	3

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	909	337	703	524	1,228[2]
Educational	52		26	26	52[3]
Total	961	337	729	550	1,281[4]

[1] Fifty-one CPs (10 vhf, 41 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 545 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Great Bend, Kan.—Central Kansas Tv Co., granted vhf ch. 2 (54-60 mc); ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 970 ft., above ground 1,000 ft. Estimated construction cost $442,798, first year operating cost $190,000, revenue $240,000. Post office address P. O. Box 182, Great Bend. Studio and transmitter location U. S. Hwy. 281, 3.9 miles N of Great Bend city limits. Geographic coordinates 38° 25' 54" N. Lat., 98° 46' 24" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **E. C. Wedell** (9%), electric supplies; Vice President **C. L. Roberts** (9%), oil drilling; Secretary **Royl Zimmer**, treasurer-6% stockholder Haas-Flynn Theatres Inc., and **C. O. Deighton** (7%). Granted March 3.

Carthage, N. Y.—The Brockway Co. (WWNY-AM-FM-TV Watertown; WSMA-AM-FM Massena, N. Y.) granted vhf ch. 7 (174-180 mc); ERP 191 kw visual, 102 kw aural; antenna height above average terrain 720 ft., above ground 574 ft. Estimated construction cost $475,425, first year operating cost $150,000, revenue $175,000. Post office address 120-132 Arcade St., Watertown. Studio and transmitter location Carthage-Rutland Center Rd., 6 miles W of Carthage. Geographic coordinates 43° 57' 16" N. Lat., 75° 43' 45" W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include President & Treasurer **John B. Johnson** (1.89%); Vice President & Secretary **Catherine C. Johnson**; **Estate of Harold B. Johnson** (73.04%) and the **Estate of Jessie R. Johnson** (25.07%). Applicant is also publisher of the *Watertown Daily Times*. Grant is subject to condition that WWNY-TV on uhf ch. 48 be surrendered. Granted March 3.

APPLICATIONS AMENDED

Oakland, Calif.—Channel Two Inc. amends bid for new tv station on vhf ch. 2 to specify President Stoddard P. Johnson (35%); Kensco Enterprises Inc. (10%); Joseph R. Knowland (5%); change studio location to 102 10th St., Oakland;

THE LATEST WCKY STORY

The Priceless Ingredients For *Successful* Advertising

Loyalty: 180,190 listeners ask for copies of the WCKY Almanac to get pictures and stories of their WCKY favorites.

Faith: Advertiser's sales records reflect the faith listeners have in WCKY's integrity, as much as in the advertiser's products.

Coverage: Nielson gives WCKY an average audience in 13 southern states larger than any other station covering the south.

Low Cost: 6.1¢ per thousand—34% lower than any other station in the South . . . that's WCKY's cost.

WCKY

transmitter location to San Bruno Peak, approximately 2.6 miles NW of S San Francisco; antenna height above average terrain 1,247 ft. Filed Feb. 23.

Minneapolis, Minn.—Independent Bcstg. Co. amends bid for new tv station on vhf ch. 9 to delete reference to Marvin L. Rosene and H. W. Cassill. Filed Feb. 25.

Minneapolis, Minn.—Twin Cities Bcstg. Corp. amends bid for new tv station on vhf ch. 9 to change geographical coordinates to 44° 58' 08" N. Lat., 93° 16' 17" W. Long.; specify President Clarence T. Hagman (20%), Vice President Clarence W. Levy (20%), Vice President Wesley E. Fesler (20%), Vice President Herman J. Lange (20%), and Secretary-Treasurer George E. Lau (20%). Filed Feb. 19.

Henderson, Nev.—Boulder City Bcstg. Co. amends bid for new tv station on vhf ch. 2 to specify Marguerite Larson (2.8%) and to delete reference to Melvin O. Larson. Filed Feb. 25.

Grand Forks, N. D.—Grand Forks Bcstg. Co. amends bid for new tv station on vhf ch. 10 to change ERP to 12.05 kw visual, 6.02 kw aural. Filed Feb. 19.

Rapid City, S. D.—Hills Bcstg. Co. amends bid for new tv station on vhf ch. 7 to change ERP to 11.4 kw visual and 5.68 kw aural. Filed Feb. 19.

Big Spring, Tex.—Big Spring Bcstg. Co. amends bid for new tv station on vhf ch. 4 to change ERP to 1.33 kw visual, 0.802 kw aural; antenna height above average terrain to 323 ft. Filed Feb. 26.

APPLICATIONS DISMISSED

Washington, D. C.—Bd. of Education of the D. C. FCC dismissed bid for new noncommercial educational tv station on uhf ch. 26 at request of applicant. Dismissed Feb. 26.

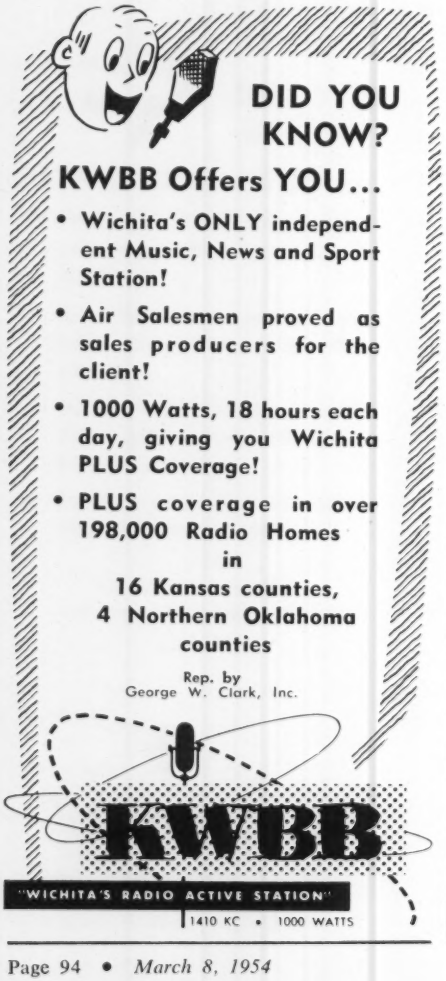
Big Spring, Tex.—V. T. Anderson et al d/b as Big State Telecasting Co. FCC dismissed bid for new tv station on vhf ch. 4 at request of attorney. Dismissed March 1.

Existing Tv Stations . . .

ACTIONS BY FCC

KDAL-TV Duluth, Minn.—Red River Bcstg. Co. granted STA to operate commercially on vhf ch. 3 for the period ending Aug. 11. Granted March 3.

KXLY-TV Spokane, Wash.—Symons Bcstg. Co. et al d/b as KXLY-TV granted modification of CP for vhf ch. 4 to change name to Symons Bcstg. Co. (general partner) and Northern Pacific Tv Corp. (limited partner) d/b as KXLY-TV. Granted Feb. 25; announced March 2.


DID YOU KNOW?
KWBB Offers YOU...
• Wichita's ONLY independent Music, News and Sport Station!
• Air Salesmen proved as sales producers for the client!
• 1000 Watts, 18 hours each day, giving you Wichita PLUS Coverage!
• PLUS coverage in over 198,000 Radio Homes in 16 Kansas counties, 4 Northern Oklahoma counties
Rep. by George W. Clark, Inc.
KWBB
"WICHITA'S RADIO ACTIVE STATION"
1410 KC • 1000 WATTS

STATIONS DELETED

KVIE (TV) San Jose, Calif.—John A. Vietor Jr. FCC deleted tv station on uhf ch. 48 at request of applicant. Deleted Feb. 23.

KHTV (TV) Baton Rouge, La.—James B. Donovan, et al d/b as Capital Tv & Bcstg. Co. FCC deleted tv station on uhf ch. 40 at request of permittee. Deleted Feb. 24.

KRHT (TV) Billings, Mont.—M. B. Rudman et al d/b as Rudman-Hayutin Tv Co. FCC deleted tv station on vhf ch. 8 for lack of prosecution. Deleted Feb. 26.

APPLICATIONS

Hartford, Conn.—General-Times Tv Corp. seeks modification of CP for uhf ch. 18 to change transmitter location to On Talcott Mt., 3.85 miles SE of Avon Village, Deercliff Rd., Avon; studio location to 555 Asylum St., Hartford; ERP to 163 kw visual, 85.6 kw aural; antenna height above average terrain to 640 ft. Filed Feb. 26.

WFMB-TV Indianapolis, Ind.—WFMB Inc. seeks modification of CP for vhf ch. 6 to change transmitter location to on W. 79th St., 0.37 mile W of Harcourt Rd., Indianapolis. Filed Feb. 26.

WTVJ (TV) Miami, Fla.—Southern Radio & Tv Equipment Co. seeks modification of CP for vhf ch. 4 to change corporate name to WTVJ Inc. Filed Feb. 26.

WJNO-TV West Palm Beach, Fla.—Palm Beach Tv Inc. seeks modification of CP for vhf ch. 5 to change ERP to 100 kw visual, 60 kw aural; studio location to Palm Beach Playhouse on Cocoanut Rd., S of Flagler Memorial Bridge, West Palm Beach; transmitter location to Prosperity Farm Rd., 0.75 mile N of Lake Park, Fla.; antenna height above average terrain 473 ft. Filed Feb. 18.

KFOR-TV Lincoln, Neb.—Cornbelt Bcstg. Corp. seeks modification of CP for vhf ch. 10 to change transmitter location to K Twp., 6 miles E of Beaver Crossing, Neb.; studio location to 40th & W Sts., Lincoln; ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft. Filed Feb. 26.

WLEV-TV Bethlehem, Pa.—Associated Bcstrs. Inc. seeks modification of CP to change ERP to 5.90 kw visual, 3.15 kw aural, directional; antenna height above average terrain 601 ft. Filed Feb. 26.

WSEE (TV) Erie, Pa.—Great Lakes Tv Co. amends CP for uhf ch. 35 to change studio location to 1220 Peach St., Erie; ERP to 168.1 kw visual, 84.1 kw aural; antenna height above average terrain to 931 ft. Filed Feb. 26.

WTOV-TV Norfolk, Va.—Commonwealth Bcstg. Corp. seeks modification of CP for uhf ch. 27 to change ERP to 166.6 kw visual, 100 kw aural; designate studio location as 812 West 21st St., Norfolk; antenna height above average terrain 384 ft. Filed Feb. 25.

CALL LETTERS ASSIGNED

KUSH (TV) San Diego, Calif.—Elliot L. Cushman, uhf ch. 21.

WISH-TV Indianapolis, Ind.—Universal Broadcasting Co., vhf ch. 8.

KTIV (TV) Sioux City, Iowa—KCOM Broadcasting Co., vhf ch. 4.

WQXL-TV Louisville, Ky.—Robert W. Rounsaville, uhf ch. 41. Changed from WLOU-TV.

WBRZ (TV) Baton Rouge, La.—La. Television Broadcasting Corp., vhf ch. 2.

WKDN-TV Camden, N. J. — South Jersey Broadcasting Co., uhf ch. 17.

WQXN-TV Cincinnati, Ohio—Robert W. Rounsaville, uhf ch. 54. Changed from WCIN-TV.

WDEF-TV Chattanooga, Tenn.—WDEF Broadcasting Co., vhf ch. 12.

WATE (TV) Knoxville, Tenn.—Greater East Tenn. Television Inc., vhf ch. 6. Changed from WTVS (TV).

KTLG (TV) Corpus Christi, Tex.—H. L. Hunt, uhf ch. 43.

KVDO (TV) Corpus Christi, Tex.—Coastal Bend Television Co., uhf ch. 22.

KGKB-TV Tyler, Tex.—Lucille Ross Lansing, vhf ch. 7.

WOSA-TV Wausau, Wis.—Rep. Alvin E. O'Konski, uhf ch. 16.

New Am Stations . . .

ACTIONS BY FCC

Kane, Pa.—Hilltop Management Corp., granted 960 kc, 500 w daytime. Post office address % Henry H. Cunningham, Wildman Arms Apts., Lanedown, Pa. Estimated construction cost $27,220, first year operating cost $32,000, revenue $38,500. Sole owner is Henry H. Cunningham, auto dealer. Granted Feb. 25.

Dade City, Fla.—Pasco Bcstg. Co., granted 1350 kc, 1 kw daytime. Estimated construction cost $17,669.64, first year operating cost $29,500, revenue $42,000. Principals in partnership include **Elmo B. Kitts** (25%), general manager and ⅓ owner WEBK Tampa, Fla.; **E. P. Martin** (25%), ⅓ owner WEBK; **Alpha Martin** (25%), ⅓ owner WEBK; **John A. Branch** (12½%), Tampa attorney, and **John D. Goff** (12½%), Tampa attorney. Post office address % Elmo B. Kitts, P. O. Box 5052, Tampa. Granted March 3.

Milton, Fla.—Clayton W. Mapoles tr/as Milton Bcstg. Co., granted 1330 kc, 1 kw daytime. Estimated construction cost $18,200, first year operating cost $30,000, revenue $36,000. Mr. Mapoles is Division Director of Florida Game and Fresh Water Fish Commission and former owner *Milton Gazette*, Milton, and *Tri-County Gazette*, Jay, Fla., weekly newspapers. Post office address Milton, Fla. Granted March 3.

Jackson, Miss.—W. L. Kent and J. M. McClendon d/b as Dixieland Bcstg. Co., granted 1590 kc, 1 kw daytime. Estimated construction cost $16,000, first year operating cost $30,000, revenue $42,000. Principals each own ½ interest of WNLA Indianola, Miss. Post office address P. O. Box 275, Indianola, Miss. Granted March 3.

Charlotte, N. C.—O. L. Freeman, J. Lee Friedman and Paul Jones d/b as Queen City Bcstg. Co., granted 1480 kc, 1 kw daytime. Estimated construction cost $17,500, first year operating cost $48,000, revenue $60,000. Each partner has ⅓ interest and has been associated in amusement promotions. Post office address % O. L. Freeman, Room 227 Candler Bldg., Atlanta, Ga. Granted Feb. 25.

Canton, N. C.—Western N. C. Bcstrs. Inc., granted 970 kc, 1 kw daytime. Estimated construction cost $24,100, first year operating cost $43,000, revenue $50,000. Principals include President **B. M. Middletown** (71.45%), president and ¼ owner WHKP-AM-TV Hendersonville, N. C., and 7% stockholder WUSN Charleston, S. C.; Vice President **Kermit Edney** (17.85%), vice president and 5% stockholder WHKP, and Secretary-Treasurer **D. A. Gilmore** (8.9%), treasurer and 3% stockholder WHKP. Post office address 137½ Main St., Canton. Granted March 3.

Medford, Ore.—Medford Bcstg. Co., granted 730 kc, 1 kw daytime. Estimated construction cost $42,750, first year operating cost $65,000, revenue $72,000. Principals include **Clarence E. Wilson** (50%) and **P. D. Jackson** (50%). Permittees are owners of KWCO Chickasha, Okla. Granted Feb. 25.

Corry, Pa.—Olivia T. Rennekamp, granted 1490 kc, 500 w unlimited. Post office address 213 Greydon Ave., McKees Rocks, Pa. Estimated construction cost $9,930, first year operating cost $30,000, revenue $36,000. Mrs. Rennekamp is secretary-treasurer and 48% stockholder WKRZ Oil City, Pa. Granted March 3.

Kane, Pa.—Northern Allegheny Bcstg. Co. (WNAE-WRRN (FM) Warren, Pa.), granted 1590 kc, 500 w daytime. Estimated construction cost $22,770, first year operating cost $36,000, revenue $42,000. Principals include President **A. David Potter Jr.** (15.9%), president and general manager of WNAE and WRRN (FM) Warren, Pa.; Vice President **Homer M. Haines** (15.9%), chief engineer for WNAE-WRRN (FM); Secretary-Treasurer **James W. Potter** (15.9%), sales manager for WNAE-WRRN (FM); Director **Andrew D. Potter** (22.8%), retired physician and also director for WNAE-WRRN (FM); Director **W. LeRoy Schneck** (15.9%), program director for WNAE-WRRN (FM), and six others with interests ranging from 1.1% to 4.6% each. Post office address % A. David Potter Jr., First National Bank Bldg., Warren, Pa. Granted Feb. 25.

Covington, Tenn.—Charles K. Sparks and R. William Hoffman d/b as Tipton County Bcstg. Co., granted 1250 kc, 1 kw daytime. Estimated construction cost $9,240, first year operating cost $25,800, revenue $31,500. Mr. Hoffman is radio engineer and announcer at WAVU Albertville and WFMH Cullman, Ala. Post office address R. William Hoffman, 206 Thomas St., Albertville. Granted Feb. 25.

Toppenish, Wash.—Radio Bcstrs. Inc., granted 1490 kc, 250 w unlimited. Estimated construction cost $88,250, first year operating cost $45,000, revenue $52,000. Principals include President **Jessica L. Longston** (32%), president and 50% owner KPUG Bellingham, Wash., president and 56% stockholder, KSEM Moses Lake, Wash., president and 86% stockholder, KBIO Burley, Idaho, and president and 67% stockholder, KAVR Havre, Mont.; Vice President **C. V. Zaser,** (18%), vice president and 25% stockholder, KPUG, KSEM and KAVR; and Secretary-Treasurer **James L. Hamstreet** (13⅓%), station manager, KPUG. Post office address % Jessica L. Longston, Box 87, Villah, Wash. Granted March 3.

APPLICATIONS

Cortez, Colo.—Jack W. Hawkins & Barney H. Hubbs, 740 kc, 250 w daytime. Post office address P. O. Box 469, Pecos, Tex. Estimated construction cost $17,650, first year operating cost $30,000, revenue $36,000. Principals include **Jack W.** Hawkins (50%), 50% interest KIUN Pecos, Tex.; 25% interest KRAG Odessa; KVLF Alpine, and KVKM Monahans, all Tex.; **Barney H. Hubbs** (50%), real estate, ⅔ owner *Pecos Enterprise*, and holds identical interests with Mr. Hawkins in all the above listed. Filed Feb. 25.

Stuart, Fla.—Lester M. Combs & Reginald B. Martin d/b as The Blue Water Bcstg. Co., 1450 kc, 100 w unlimited. Post office address % Lester M. Combs, 214 10th Ave., N., Jacksonville Beach, Fla. Estimated construction cost $10,130, first year operating cost $36,000, revenue $42,000. Principals include **Lester M. Combs** (67%), account executive WMBR-TV Jacksonville, and **Reginald B. Martin** (33%), account executive Houck & Co. Advertising Agency, Miami, and 50% owner Syndicated Radio Program Service, Coral Gables, Fla. Filed Feb. 23.

Kissimmee, Fla.—Emerson W. Browne tr/as Radio Station WEWB, 1450 kc, 250 w unlimited. Post office address % Emerson W. Browne, Cocoa, Fla. Estimated construction cost $8,223, first year operating cost $18,000, revenue $36,000. **Mr. Browne** is 1/3 owner WCLB Camilla, Ga., and 1/3 joint owner with wife of WKKO Cocoa, Fla. Filed Feb. 23.

Terre Haute, Ind.—Archie S. Mobley, Pauline A. Mobley, Paul D. Ford, & Eleanor J. Ford d/b as Citizens Bcstg. Co., 800 kc, 250 w daytime. Post office address % Paul D. Ford, Rural Route #7, Box 268, Terre Haute. Estimated construction cost $17,158, first year operating cost $30,540, revenue $46,739. Principals include **Paul D. & Eleanor J. Ford** (1/3); Mr. Ford is engineer, WTHI Terre Haute; **Pauline A. Mobley** (1/3); **Archie S. Mobley** (1/3). Mr & Mrs. Mobley are co-owners of nursery business. Filed Feb. 24.

Potsdam, N. Y.—St. Lawrence Radio Inc., 1470 kc, 1 kw daytime. Post office address % David A. Kyle, 22 Cottage St., Monticello, N. Y. Estimated construction cost $21,500, first year operating cost $52,000, revenue $52,000. Principals include President **Dr. Donald A. Corgill** (33 1/3%); Vice President **David A. Kyle** (33 1/3%), stockholder WABY Albany, N. Y., and co-owner Gnome Press (N. Y.), publisher; Secretary-Treasurer **Harriet M. Kyle** (13 1/3%), Thompson (N. Y.), welfare commissioner; **Edward L. Trudeay** (10%), general manager WABY, and **Toni Z. Brady** (10%), program director WABY. Filed Feb. 18.

Levittown, Pa.—William A. Brewer, Albert W. Eastburn Jr., & Theresa Rose d/b as Levittown-Fairless Hills Bcstrs., 1490 kc, 250 w unlimited. Post office address 127 Stonybrook Dr., Levittown, Pa. Estimated construction cost $13,485, first year operating cost $60,000, revenue $72,000. Principals in equal partnership include **William A. Brewer,** chief engineer WBUD Trenton, N. J.; **Albert W. Eastburn Jr.,** program director WBUD, and **Theresa Rose,** WBUD employe. Filed Feb. 23.

Tarentum, Pa.—Louis Rosenberg, 1460 kc, 500 w daytime. Post office address 1422 Greystone Dr., Pittsburgh, Pa. Estimated construction cost $18,435, first year operating cost $48,000, revenue $60,000. Mr. Rosenberg is an attorney and 20% stockholder partner in Latrobe Bcstrs., applicant for new am station on 1480 kc at Latrobe, Pa. Filed Feb. 23.

Thermopolis, Wyo.—Mildred V. Ernst, 1240 kc, 250 kw unlimited. Post office address % KWOR, P. O. Box 409 Worland, Wyo. Estimated construction cost $15,000, first year operating cost $30,000, revenue $36,000. **Mrs. Ernst** is joint owner with her husband **Joseph P. Ernst,** licensee of KWOR Worland, KWRL Riverton, and KGOS Torrington, all Wyo. Filed Feb. 24.

Existing Am Stations . . .

ACTIONS BY FCC

KSLV Monte Vista, Colo.—San Luis Valley Bcstg. Co. granted modification of CP to change from 1490 kc to 1240 kc with 250 w, unlimited. Granted March 3.

KWCB Searcy, Ark.—White County Bcstg. Co. granted CP to change from 1300 kc, 1 kw daytime to 1410 kc, 1 kw day, 500 w night, directional night, unlimited. Granted March 3.

KWOC Poplar Bluff, Mo.—Poplar Bluff Bcstg. Co. granted CP to change from directional day and night to directional night on 930 kc, 500 w night, 1 kw daytime, unlimited. Granted Feb. 25.

Existing Fm Stations . . .

ACTIONS BY FCC

WTOC-FM Savannah, Ga.—Savannah Bcstg. Co. granted STA to waive Sec. 3.261 of rules to permit station to remain silent for the period ending April 25. Granted Feb. 26; announced March 2.

WATL-FM Atlanta, Ga.—Atlanta Bcstg. Co. granted STA to waive Sec. 3.261 of rules to permit station to remain silent from Feb. 25 to March 15. Granted Feb. 25; announced March 2.

WTRC-FM Elkhart, Ind. — Truth Pub. Co. granted extension of STA to remain silent from Feb. 21 to March 23. Granted Feb. 24; announced March 2.

Ownership Changes . . .

ACTIONS BY FCC

KFOX Long Beach, Calif.—Nichols and Warinner Inc. granted voluntary transfer of control to F. A. Fetsch and W. T. McDonald through sale of Nichols' 90% interest for $135,000. Principals include **W. T. McDonald,** oil investments and real estate and **F. A. Fetsch,** oil distributor. Granted Feb. 25.

WDAK-TV Columbus, Ga.—Martin Theatres of Ga. Inc. and Radio Columbus Inc. (Ala. Corp.) d/b as Tv Columbus granted assignment of CP for uhf ch. 28 to Martin Theatres of Ga. Inc. and Radio Columbus Inc. (Ga. Corp.) d/b as Tv Columbus. No consideration involved. Granted Feb. 24; announced March 2.

KAUM Aguna, Guam—Radio Guam granted voluntary relinquishment of control by Harry M. Engel Jr. through sale of additional stock. Principals will now include **Harry M. Engel Jr.** (45.5%); Treasurer **Phil Berg** (45.5%); Secretary **William B. Duce** (4%), attorney, and **John P. Hearne** (5%), secretary-25% stockholder KAFY-AM-TV Bakersfield, Calif., and 6 1/2% stockholder KVEN Ventura, Calif. Granted March 3.

WCIL Carbondale, Ill.—Paul F. McRoy & Ann E. Searing, individually and as executrix of the estate of John E. Searing (1/3), deceased, d/b as Southern Ill. Bcstg. granted assignment of license to Paul F. McRoy (1/3) and Ann E. Searing (2/3), d/b as Southern Ill. Bcstg. through court order transferring J. H. Searing's 1/3 interest to Ann E. Searing. Granted Feb. 24; announced March 2.

KTTR Rolla, KSMO Salem, Mo.—Luther W. Martin, Wilson C. Burkhead & Martin M. Mitchum d/b as "Show-Me" Bcstg. Co. granted voluntary assignment of license to Luther W. Martin & Martin M. Mitchum d/b as "Show-Me" Bcstg. Co. through purchase of remaining 1/3 interest from Wilson E. Burkhead for $30,000. Messrs. Martin & Mitchum will now each own 50% interest. Granted Feb. 24; announced March 2.

WJBW-AM-FM New Orleans, La.—Louise C. Carlson granted voluntary assignment of license to corporate entity Louise C. Carlson Inc. Principals will now include President **Louise C. Carlson** (99.9%); Vice President **Edward C. Carlson** (0.01%), assistant general manager WJBW, and Secretary-Treasurer **Mrs. G. C. Battalora** (0.01%). Granted Feb. 25.

WRUM Rumford, Me.—Rumford Pub. Co. granted voluntary assignment to wholly owned subsidiary Rumford Bcstg. Co. Granted Feb. 26.

KCNI Broken Bow, Neb.—Custer County Bcstg. Co. granted voluntary transfer of control to Bud Crawford through purchase of 9.3% interest from Clyde R. Lash for $3,000. Mr. Crawford will now own 53.48%. Granted Feb. 24; announced March 2.

WAGE Syracuse, N. Y.—WAGE Inc. granted voluntary assignment to Meredith Syracuse Radio Corp. for $200,000. Meredith Syracuse is wholly owned subsidiary of Meredith Pub. Co., owner of KCMO-AM-FM Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz., and WOW-AM-TV Omaha, Neb. Granted Feb. 25.

WWSO Springfield, Ohio — Radio Springfield Inc. granted voluntary assignment to WWSO Bcstg. Corp. for $50,000. Principals include President **Harry K. Crowl** (16.13%), account executive WONE Dayton, Ohio; Vice President **Tommy Sutton** (16.13%), announcer WING Dayton, Ohio; Secretary **Bradley Schaeffer** (3.23%), attorney, and **George L. Flanagan** (16.13%), beer distributor. Granted Feb. 25.

WSPA-AM-FM Spartanburg, S. C.—Bcstg. Co. of the South granted voluntary assignment of license to WORD-TV for $400,000. Principals will now include President **Walter J. Brown** (50%), Secretary-Treasurer **D. S. Burnside** (4.10%), and **Thomas B. Pearce Jr.** (2%). Sale is to effectuate merger agreement between WSPA and WORD enabling vhf ch. 7 grant to WORD-TV. Granted Feb. 25.

WORD-WDXY (FM) Spartanburg, S. C.—Spartan Radiocasting Co. granted voluntary assignment of license to WORD Inc. for $150,000. Principals include President **Irwin Kahn** (49.8%), 28.8% stockholder WNOK-AM-TV Columbia, S. C.; Vice President-Secretary **Moody McElveen Jr.** (0.2%), general manager-2.4% stockholder WNOK, and Treasurer **B. F. Kurtz** (50%), 3.6% stockholder WNOK. Granted Feb. 25.

KXIT Dalhart, Tex.—Baird Bishop & Ed Bishop d/b as Dalrad Associates granted voluntary assignment of license to Robert J. and Leonard J. Beller d/b as Dalhart Bcstrs. Consideration is 3 year lease at rental basis of $300 per month. Robert J. Beller (50%) is salesman-announcer KEVA Shamrock, Tex. and Leonard J. Beller (50%), is in farming. Granted Feb. 25.

APPLICATIONS

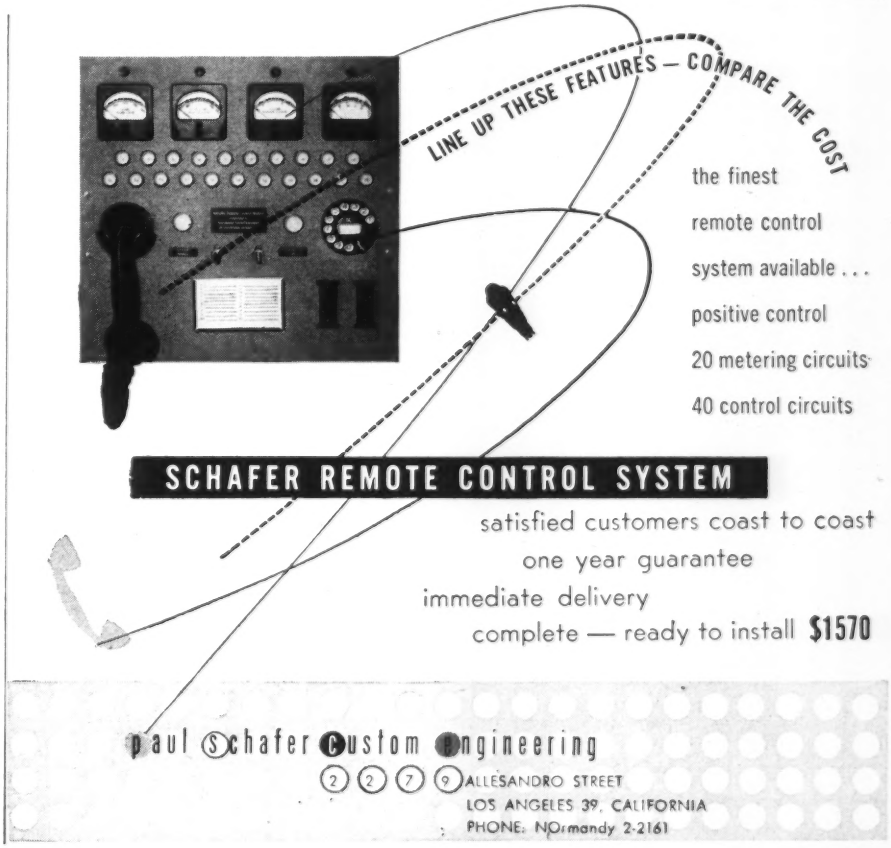
KNOG Nogales, Ariz.—Old Pueblo Bcstg. Co. seeks voluntary assignment to Charles F. and Alice B. Montano for $20,000. Mr. & Mrs. Montano are owners of Phoenix Advertising Co. Filed Feb. 19.

KFXM San Bernardino, Calif.—Lee Bros. Bcstg. Co. seeks involuntary transfer of negative (50%) control to Bertha Lee, executrix of the estate of Clifford Lee, deceased. Filed Feb. 25.

KSDO San Diego, Calif.—San Diego Bcstg. Co. seeks voluntary transfer of control to C. Arnholt Smith through purchase of remaining 50% interest from Copley Press Inc. (KCOP-TV Los Angeles) for $50,000. Mr. Smith will now be sole owner. Filed Feb. 23.

WBIS Bristol, Conn.—Bristol Bcstg. Corp. seeks transfer of control to Hatch Bcstg. Co. through sale of all stock for $65,000. Principals include **Eric Hatch** (67%), author and playwright; Vice President-Treasurer **E. Constance Hatch** (25%); Vice President **Thomas B. Hoben** (7.5%), insurance, and Secretary **Franklin C. Salisbury** (0.25%), vice president-10% stockholder KSTL St. Louis. Filed Feb. 19.

WORX-AM-FM Madison, Ind.—Frances Knight (Breckinridge) & Charles N. Cutler d/b as Knight-Cutler System seek voluntary assignment to Electronic Laboratories Inc. for $28,300. Principals include President **Clarence E. Henson** (58.30%); Vice President **Elmer Sulzer** (13.35%),



director of radio-tv U. of Ind.; Vice President **J. Emmet Graft** (13.35%), engineer WHAS Louisville, Ky., and Secretary **Thomas L. Le Vesque** (11.10%). Filed Feb. 19.

KSHE Shreveport, La.—S. A. Chesley tr/as Shreveport Bcstg. Co. seeks assignment of CP for am station on 1480 kc, 1 kw daytime to Audiocasting Inc. for $2,924. Principals include President **Joe Cudd Monroe** (100%), employe KCIJ Shreveport; Vice President **Glenn O. Smith**, restaurateur; Secretary **William M. Cady III**, attorney; and Treasurer **Milton Pope Burke**, accountant. Filed Feb. 24.

WCLD Cleveland, Miss.—Cleveland Bcstg. Co. seeks voluntary assignment of license to partnership of C. W. Capps & Lowry Tims d/b as Cleveland Bcstg. Co. No consideration involved as principals retain identical interests. Filed Feb. 26.

WKXL Concord, N. H.—Capitol Bcstg. Co. seeks voluntary assignment of license to Capitol Bcstg. Corp. for $75,000. Principals include President-Treasurer **H. Scott Kilgore** (100%), vice president-stockholder WGAW Gardner, Mass., and applicant for new am station at Plymouth, Mass.; Secretary **Frank J. Sulloway**, banking, and **Guy A. Swerson Jr.** Filed Feb. 24.

Hearing Cases . . .

INITIAL DECISION

Muskogee, Okla.—New tv, vhf ch. 8. FCC hearing examiner Millard F. French issued initial decision looking toward grant of the application of Tulsa Bcstg. Co. for construction permit for new tv station in Muskogee, Okla., on ch. 8. Action March. 3.

OTHER ACTIONS

KNGS Hanford, Calif.—Hanford Bcstg. Co. FCC designated for hearing application to increase power on 620 kc from 1 kw to 5 kw unlimited, directional day and night; made KFRC San Francisco party to the proceeding. Action Feb. 25.

Jacksonville, Fla.—FCC Comr. George E. Sterling granted petition of B. F. J. Timm for dismissal without prejudice of his bid for new am station on 1280 kc, 1 kw daytime and removed from hearing docket application of Ray Herbert Guckel Jr. Action March 2.

Fm Allocation—Effingham, Ill. FCC in a notice of proposed rule making, proposed to shift fm ch. 239 from Peoria to Effingham, Ill. Comments may be filed on or before March 26. Action Feb. 25.

East St. Louis, Ill.—Broadcast House Inc. FCC by order, (effective upon the vacating of stay order by the U. S. Court of Appeals for the D. C. Circuit), vacated and set aside action of Dec. 17, returning application for CP for new tv station on ch. 11; designated same for hearing in consolidated proceeding with applications of St. Louis Telecast Inc., St. Louis Amusement Co., Columbia Bcstg. System Inc., and 220 Television, Inc., seeking the same channel in St. Louis, Mo., upon issues heretofore specified in Dockets 8809 et al., and upon additional issue to determine, in the light of the fact that Broadcast House is permittee of tv station KSTM-TV operating on ch. 36 in St. Louis, whether, under the provisions of the Communications Act, Commission rules and regulations and policies adopted thereunder, the application of Broadcast House is entitled to comparative consideration with the other applications in this proceeding. Action March 3.

Lexington, Ky.—Uhf ch. 18 proceeding. FCC Comr. E. M. Webster granted petition of Bluegrass Bcstg. Co. to dismiss without prejudice its bid for new tv station on uhf ch. 18 and retained in hearing application of Central Ky. Bcstg. Co. Action March 1.

Bangor, Me.—Vhf ch. 2 proceeding. FCC Comr. George E. Sterling granted petition of Maine Bcstg. Co. for dismissal without prejudice of its bid for new tv station on vhf ch. 2 and retained in hearing application of Murray Carpenter and Associates. Action March 2.

WLEW Bad Axe, Mich.—FCC designated for hearing application to change from 1540 kc, 250 w daytime to 1340 kc, 250 unlimited; made WEXL Royal Oak, and WBBC Flint, Mich., parties to proceeding. Action March 3.

Las Vegas, Nev.—Vhf ch. 13 proceeding. FCC Comr. George E. Sterling granted petition of Western Tv Co. for dismissal without prejudice of its bid for new tv station on vhf ch. 13 and retained in hearing bid of Desert Tv Co. Action March 2.

New Am Ground Conductivity Map Adopted—By report and order, the Commission finalized its proposed rule making of August 3, and, effective April 5, deleted map entitled "Ground Conductivity in the U. S. and Canada" designated as Figure 3 in its Standards of Good Engineering Practice Concerning Standard Broadcast Stations and relative text (Part 3) and substituted therefor a new map entitled "Estimated Effective Ground Conductivity in the U. S." designated as Figure M3 (large size) and R3 (small size); also amended the rules to provide for the issuance of special field test authorizations to operate transmitters for taking am field intensity data. Action Feb. 25.

Muskogee, Okla.—Vhf ch. 8 proceeding. FCC Comr. E. M. Webster granted petition of Ashley L. Robison to dismiss without prejudice his bid for new tv station on vhf ch. 8 and retained in hearing bid of Tulsa Bcstg. Co. Action March 1.

Mercer Bcstg. Co., Trenton, N. J.; Delaware Valley Bcstg. Corp., Morrisville, Pa.; Drew J. T. O'Keefe, Jack J. Dash & William F. Waterbury, Levittown-Fairless Hills, Pa.—FCC designated for consolidated hearing applications for new am stations on 1490 kc, 250 w unlimited; made WDAS Philadelphia; Greenwich Bcstg. Corp., Greenwich, Conn.; Atlantic City Bcstg. Co., Atlantic City, N. J.; and Press-Union Pub. Co., Atlantic City, N. J., parties to the proceeding. Action Feb. 25.

Part 3 of Rules Amended—By order, the Commission amended Part 3 of the rules to include Guam in the schedule setting forth the expiration date for am station licenses on geographical basis and, effective immediately, Section 3.34 (a) (16) of the rules is amended to read as follows: "(16) For stations located in Washington, Oregon, Alaska, Guam and Hawaii, February 1, 1954." Action Feb. 25.

Providence, R. I.—FCC by order, dismissed a petition filed Feb. 16, by Cherry & Webb Bcstg. Co., permittee of tv station WPRO-TV, ch. 12, Providence, R. I., for a preliminary order staying or setting aside Special Temporary Authorization granted Feb. 3 to ch. 16 of Rhode Island Inc., for interim operation of WNET (TV) on ch. 16 at Providence. Action Feb. 25.

Reduce Number of Multiple Ownership Filings—By order, the Commission amended Sect. 1.343 of its practice and procedure rules so that multiple licensees of broadcast stations need file only one ownership report (FCC Form 323) for such stations in any three year license period. Effective immediately, this does away with the present requirement that each licensee owning more than one am, fm or tv station file an ownership report with each renewal application. Action March 3.

Tv Allocation—Havana, Fla. On petition by John H. Phipps, Tallahassee, Fla., filed February 3, the Commission proposed rule making to assign ch. 2 plus to Havana, Fla., a town (a distance of 16 miles from Tallahassee) not now allocated a channel. Comments may be filed on or before March 24. Action Feb. 25.

Tv Allocation—Petaluma, Calif. On petition by Delta-Sierra Educational Television Corp., Stockton, Calif., filed Jan. 29, the Commission proposed rule making to assign ch. 68 to Petaluma, Calif., in lieu of ch. 56. Comments may be filed on or before March 24. Action Feb. 25.

Hearing Calendar . . .

March 8

Charlotte, N. C.—Vhf ch. 9, further hearing conference before Examiner H. Gifford Irion—WSOC, Piedmont Electronics & Fixture Corp., Carolina's Tv Corp.

South Bend, Ind.—Uhf ch. 46, further hearing before Examiner Basil P. Cooper—South Bend Bcstg. Corp., Michiana Telecasting Corp.

March 9

Norfolk, Va.—Vhf ch. 10, further hearing before Examiner Charles J. Frederick—Beachview Bcstg. Corp., Portsmouth Radio Corp.

March 12

Ft. Worth, Tex.—Vhf ch. 11, hearing before Examiner Annie N. Huntting—Texas State Network Inc.; W. W. Lechner tr/as Lechner Tv Co.; R. O. Shaffer, Sterling C. Holloway, M. J. Noeley, Arch Rowan, F. Kirk Johnson & C. L. Rowan d/b as Ft. Worth Tv Co.

Bangor, Me.—Vhf ch. 2, hearing before Examiner Elizabeth C. Smith—Murray Carpenter & Associates, Maine Bcstg. Co.

Fayetteville, N. C.—Vhf ch. 18, hearing before Examiner William G. Butts—Fayetteville Bcstrs. Inc., Ralph E. Hess.

Routine Roundup . . .

March 3 Decisions

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

Capitol Bcstg. Co., Raleigh, N. C.—Granted petition for extension of time to and including March 10, within which oppositions may be filed to petition for clarification or enlargement of issues filed by WPTF Radio Co., re ch. 5 (Docket 10861 and 62).

By Hearing Examiner William G. Butts

Issued an order to govern course of hearing in re applications of Booth Radio & Television Stations Inc., and Woodward Bcstg. Co., applicants for ch. 50 in Detroit, Mich. (Docket 10660-61); said order to control subsequent course of hearing unless modified in accordance with Commission's rules.

Paducah Newspapers Inc., Columbia Amusement Co., Paducah, Ky.—Denied motion of Paducah Newspapers Inc., to strike "that portion

(Continued on page 100)

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Help Wanted

Managerial

"A good-music-station" wants a manager that knows good music, has a good voice and can sell. Located in north midwest. Good salary to right man. Box 559C, B•T.

Two men wanted who work well together to take over complete management of west coast station. One should have first class ticket. You'll work hard but you'll make money. Box 561C, B•T.

Salesmen

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Salesman—Oregon CBS affiliate has immediate opening for experienced time salesman. Good guarantee against 15%. Outstanding community in one of the west's finest recreation areas. Applicants must be salesmen, not order takers or floaters. Box 516C, B•T.

Sales Manager with productive record of training and leading men in competitive markets. Small or medium-size station background. Some travel. Car required. Salary, commission and traveling expenses. Chicago headquarters. Box 585C, B•T.

Commercial manager—If you are energetic, hard working salesman, married, looking for advancement, this is an unusual opportunity to become commercial manager and later manager. Box 594C, B•T.

Local time salesman for top independent metropolitan station. Write for personal interview. Enclose resume of past experience. Box 600C, B•T.

Due to tv expansion, have opening now for two good radio salesmen who want to move up to top sales posts. 24-hour independent in large east coast market. Good pay and liberal incentive plan. Full details. Box 620C, B•T.

Colorado's community network needs a sales manager for KRAI, Craig, 3500 population. KRAI provides only primary or secondary signal to 40 mile radius. $350.00. base plus up to 10 percent of net profit. Send complete information and tape to KUBC, Montrose, Colo.

Announcers

Combo announcers, 1st engineers or salesmen. Immediately. Indiana. Box 488C, B•T.

Ambitious salesman-announcer interested in radio and start of tv from ground up in small station. Salary, commission benefits. Phone today, KPRK, Livingston, Montana.

Announcer, first class engineer license desirable but not essential. Bill Harrell, KVWO, Cheyenne, Wyoming.

Need immediately, announcer-salesman. Interview necessary, southerner prefefred. Congenial staff, good working conditions. Contact Beri Moore, Manager, WAMI, Opp, Alabama.

Needed at once, first phone combo man, heavy on announcing, opportunity for part-time sales. Contact P. R. Hurlbut, WCSI, Columbus, Indiana.

Experienced announcer, strong on news and commercials, for general staff work on long-established network affiliate. Excellent opportunities starting with good salary. Send audition and background to WFDF, Flint, Michigan.

Salesman-announcer, who has successful early morning show, wanted by San Diego independent. Send tape of show and volume of business and type of accounts sold at retail. 6:00 am-9:00 am, Monday-Saturday shift only, balance of time selling and servicing. Salary plus commission. Send to General Manager, 630 F Street, San Diego, Calif.

Help Wanted—(Cont'd)

Technical

Chief engineer for Virginia independent. Remote control. Must have best technical and personal references. $125.00 per week to start. Send all details to Box 606C, B•T.

First phone transmitter engineer. $1.25 per hour. Contact Don Morris or W. L. Thompson, KRIS, Corpus Christi, Texas. Phone 4-6354.

1st class radiotelephone engineer for uhf station, soon to increase power. Write or call WICA Inc., Ashtabula, Ohio.

Production-Programming, Etc.

Copy girl-receptionist. Regional 1kw independent in fast growing Texas market. Pleasant surroundings. Airmail full details including picture to Box 545C, B•T.

Continuity writer. Woman. Midwest 250 watt ABC. 40 hour week. No air work. Experienced or recent journalism graduate. Prevailing wages. Box 562C, B•T.

Program director. The "musts" are: good air voice; write saleable copy; good typist; be cooperative. Give complete details in first letter. Write Box 578C, B•T.

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B•T.

Iowa independent has opening for a newsman who can gather, write and present news. Ability and interest in local news essential. Send picture and audition. Box 615C, B•T.

Female continuity writer desiring to do some air work. Send copy samples and tape if possible. Personal interview preferred. Contact Cal Smith, KROC, Rochester, Minnesota.

Television

Help Wanted

Salesmen

Midwestern tv station in excellent middle market has opening for two aggressive salesmen. Prefer central states men with radio station sales background. Guarantee, commission. Please wire or write Box 525C, B•T.

Excellent opportunity for alert salesman to earn $15,000-$20,000 in market of half-million. Straight 15% commission with no limit on earnings. Unusual opportunity. Write or wire Box 609C, B•T.

Technical

Radio engineer interested in learning tv. You will work on 5 kw directional and enter a training program at NBC vhf midwest tv station. Send full details. Box 584C, B•T.

Assistant chief engineer for 100kw vhf in southeast. Must have thorough knowledge video circuits and capable full maintenance responsibility. Permanent position with good organization. Box 607C, B•T.

Several tv engineers will be needed soon for permanent Houston operation of KGUL-TV, Galveston, Texas. Write Chief Engineer.

Engineer for tv control room. WKZO-TV, Kalamazoo, Michigan.

If you are ready for tv with good radio experience, WTOC-TV is ready for you. Increased operation creates new opportunities in television. Write to Kyle E. Goodman, Chief Engineer, WTOC-TV, Savannah, Georgia.

Help Wanted—(Cont'd)

Production-Programming, Others

Director—station experience desired—two camera operation, working knowledge of lighting and TS-11 essential. Box 499C, B•T.

Vhf educational station has immediate opening for an experienced, practical program director who knows tv production-programming thoroughly. Excellent salary. Best facilities and environment. Send full detail, including photo if possible, and references first letter. All replies confidential. This is unusually fine opportunity in every respect. Box 616C, B•T.

Jointly owned 50kw am-vhf tv property has immediate opening for a promotion-merchandising executive. Must be thoroughly experienced. One of first 10 markets in country. Network affiliated. Pay excellent. Opportunity for advancement very good. Send full details first letter to Box 617C, B•T.

Situations Wanted

Managerial

Experience; 6 years, managerial, sales, programming, news, announcing, public relations. Stable, family. Desire greater opportunities. Box 555C, B•T.

Twenty solid years of commercial broadcast behind me. Am thoroughly experienced in all phases with exception of technical. Strong managerial and sales. Am present manager of 1000 watt indie in small market. Will go anywhere but prefer Florida. Box 580C, B•T.

Young man, 29, with ideas, experienced, restricted permit and degree wants position with a future as program director or commercial manager in progressive station. Box 586C, B•T.

Salesmen

Account executive with station manager experience desires change. Five years in radio industry. Enviable sales records—national accounts. Good New York agency contacts. Young, energetic, quite successful! Box 572C, B•T.

Salesman, excellent time-sales record. College graduate. Enthusiastic, imaginative, mature, married, car. Box 614C, B•T.

Need an air salesman who knows the value of an account? Over five years selling and announcing. Would like incentive plan. Box 623C, B•T.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Combo man, 3rd class permit, college graduate. Light on experience, strong on news and sports, can do play-by-play of baseball and football. Car, can travel anywhere. Draft exempt. Box 359C, B•T.

Sports announcer-all sports and sales. 28, college, five years experience. Box 448C, B•T.

Announcer, 4 years experience. 1st phone. Available 2 weeks notice. Box 504C, B•T.

Experienced announcer, desires change. Currently employed in New York State, city. Experience includes news, DJ, show. Tape, references. Box 557C, B•T.

Announcer, 25—theatrical and tv experience in large midwest market desires permanent staff connection tv or radio. Strong on commercials, currently employed, available March 15. Tape and resume on request. Box 558C, B•T.

Sports director: Seven years experience; play-by-play, all major and minor sports—organization of all types of programs. Well experienced in all phases commercial radio. No drifter. Seek permanent position radio-tv. Will locate anywhere. Box 560C, B•T.

Interested in staff position, have 2 years experience. Box 566C, B•T.

Announcer negro. News, DJ, commercials. Experience limited. Tape on request. Box 567C, B•T.

Radio-tv announcer, first phone. Some experience, versatile, desires permanent job with advancement. Box 568C, B•T.

Versatile announcer. Experienced large Texas station. Southerner. Go anywhere immediately. Box 570C, B•T.

Morning man. Experienced DJ, emcee. If you are looking for a wide awake personality with proven record of solid sales appeal, to beat your competition, here's your man. Currently tops in four station market. Tape and background on request. Box 575C, B•T.

Situations Wanted—(Cont'd)

Morning man—radio or television. Off beat, easy style—talk commercials, good music plus friendly humor. Box 579C, B•T.

Experienced announcer, age 25. Strong music and news. Operate board. Box 583C, B•T.

Network sports, news, staff. Major league play-by-play. 10 years experience. Family, 3 children. Now newscasting major city. No tv in sight. After June 1st for new tv or combined operation. History and salary on request. Box 587C, B•T.

Hillbilly DJ. Produces and emcees live shows, writes copy, will go anywhere. Salary open. Available April first. Box 589C, B•T.

Announcer, 1 year solid staff experience. Strong on news and sports, fine play-by-play, good potential, college grad. Box 592C, B•T.

Top-flight chief announcer, top ten market, desires staff position on am-tv network operation in comparable area. Young, versatile; solid experience as staffer, free lance. Three years on daily coast-to-coast stanza. Excellent music, news, dramatic, production background. Best references. Box 595C, B•T.

Combo man, year and half experience, first phone, strong on news, commercials, DJ, with gift of gab. Prefer states bordering Missouri. Box 596C, B•T.

General staff, including news, sports, DJ, commercials. Ambitious. Available now. Married, veteran. Salary secondary. Box 597C, B•T.

Good announcer, DJ, newsman, college, family man. Young but experienced. Desires locate south. Box 598C, B•T.

Versatile announcer—thoroughly trained. Excellent DJ, ad-lib man, news, commercials, sports. Veteran. Progressive stations apply. Box 599C, B•T.

Experienced announcer, 7 years all phases of radio, wishes to locate with station with tv future. 1st phone ticket. Box 608C, B•T.

Negro DJ, announcer, newscaster, control board operator. Married, draft exempt. Free to travel. Recently completed extensive courses covering all phases of air work and station operation procedure. Strong DJ, personality, down to earth selling. Ambitious and will work diligently. Audition tape on request. Box 611C, B•T.

Alert announcer, light experience. Strong DJ, news, sports, board, single. Third class ticket. Disc, tape. Available now. Box 612C, B•T.

Experienced DJ, staff man-gimmick-vet., 23, single, desires work with future. Location no object, living wage a must. Tape, disc, references. Russ Barron, 5478 Arlington Street, Philadelphia.

Negro DJ, tape, references, experience. Jim Byrd, 107 Princeton, Hempstead, New York.

Negro DJ, announcer. Graduated from Cambridge Broadcasting School. Specialized commercial, news, sports. Tape, resume available, travel. Jerry Coombs, 10 Ash Street, Piermont, New York.

Announcer. Twelve months experience, prefers southern states. Wire or phone—12 to 2:30 p.m., Frank Currie, 299 Adams Street, Dorchester, Mass. Telephone CO 5-5004. Available within two weeks.

Announcer and/or director, 3½ years radio, television, wishes permanent location, radio or television. Donald Parker, 32 Porter Street, Malden, Massachusetts.

Announcer, light experience. Recent radio broadcasting school graduate. Commercial voice, good DJ, news, sports. Board. Third class ticket. Tape available now. Joe Pasca, 2131 Chatterton Ave., Bronx 72, N. Y.

Announcer. News, comercials, DJ, sports, board, mature voice, veteran, married, third ticket, sales interest. Will travel. Tape. Fred Ross, 289 Empire Boulevard, Brooklyn, New York. President 3-0549.

Announcer, control board operator. Strong on sports, good disc jockey and newscaster. Wide voice range, limited experience, married, draft exempt, will travel, tape. c/o Trongone, 3343 Seymour Avenue, Bronx 67, New York.

Announcer. 2 years experience. DJ, news, staff. Deep voice. Prefer Illinois, Indiana, Kentucky, Tennessee. Consider anything. Ex-GI. Robert Turek, 387 4th Ave., Newark 7, N. J.

Situations Wanted—(Cont'd)

Technical

Chief engineer or supervisor available immediately. 12 years experience am-fm-tv, from 250 watt to 50 kw. Recently completed uhf station Box 522C, B•T.

First phone. RCA graduate. Seeking permanent position. Some electronic experience. Box 554C, B•T.

Have technical schooling, first phone license and am experience. Desires position radio and/or tv. Box 571C, B•T.

First phone, second telegraph, radar endorsement, amateur phone, have ability but no broadcast experience. 4 years Merchant Marine radio operator. Will try combo or straight engineering. East coast preferred. Box 573C, B•T.

Young, aggressive control room operator. Three years with top indie, all phases. Tape, disc, remote, etc. First phone ticket. Desires permanent midwest, but will travel. Available April 1. Box 581C, B•T.

1st phone, 6 months experience. Car. Single, veteran. Prefer east. Box 591C, B•T.

Engineer—1st class license. Six years experience console, transmitter, remotes, recordings. Box 603C, B•T.

First phone, some am and fm transmitter and control experience. Midwest. Box 610C, B•T.

Chief on one watter in the sticks. Wants something in metropolitan New York area with television future. What have you to offer? Box 613C, B•T.

Engineer, 5 years am experience, car, single. Would like job in radio or tv. Preference Gulf Coast vicinity or southern California. Drennon Kenny, PO Box 7343, Corpus Christi, Texas.

Experience first phone. Prefer upper midwest. Available. Jim Rene, 609 Morningside Drive, Eau Claire, Wis.

Two years experience. Disc, tape, recording. Some control board experience. Prefer New York. Clarence Williams, 100 W. 139th Street, Apt. 44B, N.Y.C.

Tapak walkie-tape-recorders, famous stars of radio, tv, experienced all sorts of remote situations. No salary, will travel. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Production-Programming, Others

Experience in studio operations seeking copy-writing and promotions position. Working now in tv. College graduate, veteran. Box 563C, B•T.

Program director-chief engineer. Highly experienced, executive-minded broadcast veteran seeks this duo assignment. Why pay two salaries when the ultimate in programming and engineering can be yours from this hard hitting, energetic individual at $125.00 weekly. Reply 564C, B•T.

Newswriter, employed, 22 months experience newspapers, radio. Journalism graduate, veteran, single. Box 565C, B•T.

Experienced production manager and film director available. Married, vet, currently employed in above capacity. Best references. Real know-how that can cut operating costs for you. Box 576C, B•T.

News director, 8 years radio. All phases news department operation. Authoritative delivery, Tapak recorder. College graduate, veteran, 31. High caliber radio only, management future. Write for resume, tape, interview. Box 588C, B•T.

Solid promotion-research operator, experienced in merchandising and publicity, capable of organizing or taking complete charge of going department; network and station background. Available now. Prefer south, southwest or far west. Box 618C, B•T.

Television

Situations Wanted

Managerial

Management team—Two men highly specialized for television station. Thoroughly experienced in station construction and operations. Excellent network and agency contacts. Guarantee top programming and national spot sales. Can also staff station on short notice with trained tv personnel. Box 552C, B•T.

Situations Wanted—(Cont'd)

Experienced tv-radio general manager available. Years of successful radio station operation. Built and operated television station profitably from start. Good reasons for desiring change. Prefer southwest or east. Box 556C, B•T.

Manager of tv station in black, with proven record of economical and efficient operation, good national sales, wishes to make change. Have sound reason for leaving. Local sales and program ideas paying off in increased billings and good ratings. Plenty of tv know-how based on five years in major and medium market tv operation plus ten in radio. Top industry references from stations and networks. Can assume full responsibility for your tv operation. Reply Box 577C, B•T.

Technical

Experience tv studio engineer presently employed. Seeking better opportunity. Excellent references. Box 503C, B•T.

Production-Programming, Others

Commercial copy-chief. Excellent radio background. Presently employed southwest. Seeking permanent opportunity tv. Family. Travel. References. Box 574C, B•T.

You want increased profit from premium time sales. You need programming by a newsman who can create that time. Box 604C, B•T.

Writer-photographer, 39, 14 years experience both fields, wants start in tv. Some art training, play Hammond organ. Available immediately, best references. Airmail details Box 621C, B•T.

Production-program showman with extensive experience stage and motion picture work. Author and playwrite. Employed but stymied. Box 622C, B•T.

For Sale

Stations

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Five kilowatt am transmitter complete with some spare tubes, $2,900. Box 530C, B•T.

Complete Collins equipment for 20kw fm station. 5k transmitter, Collins antenna, frequency and modulation monitor. Box 582C, B•T.

Gates-250 watt transmitter, model 250C, complete with one set of tubes, 1240kc crystal and oven. Can be seen now in operation. Delivery near future upon arrival of replacement unit. $1085 fob Carlsbad. Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

WFMY-TV, Greensboro, has 3 antenna mounting trestles for RCA TF6AL. Made to exact RCA specifications. $150. fob Greensboro, N. C. Contact William E. Neill, WFMY-TV.

Fm transmitter (R.E.L.) with monitor, crystals, etc., complete and in good condition, $1850. Also 4 bay Andrew fm antenna (adjustable) $1150. with 235 ft. of co-axial line. Complete fm station ready to go immediately. WIVY Jacksonville, Florida.

This is a give-away. If you will pay the cost of taking down this 175-foot self-supporting Truscon tower, you can have the tower and lighting. We are now using a new tower and have no use for this one which is mounted on a hotel building in downtown Richmond, Indiana. Contact Louis Duning, Chief Engineer, Radio Station WKBV, Richmond, Indiana.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

It's smart to be shifty. Why lug a maggie to a remote when you can wear a Tapak newscaster, the walkie tape "studio." No charging, no lines, just you. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Interested in films? For public reaction through screening committees National Board of Review of Motion Pictures, plus authoritative articles, only $3 a year, read "Films in Review," P. O. Box 109, Gracie Station, New York 28, N. Y.

(Continued on next page)

For Sale—(Cont'd)

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone 3-3901.

Auricon RT-80 16mm sound recorder with NR-24 amplifier. New condition. Henderson, 50 Charles Circle, Stoughton, Mass.

Wanted to Buy

Equipment, etc.

300 ft. guyed tower for am and to support a three bay RCA fm turnstile. Quote price, make and weight of tower. Box 507C, B•T.

UHF 1kw transmitter, antennas, cameras and all other tv equipment. Will pay cash. Write Box 593C, B•T.

Want field strength meter, RCA model WX-2C. Box 602C, B•T.

Slightly used GE type TT-10A channel 2 to 6 transmitter. Furnish availability and lowest price. WCCO-TV, Minneapolis, Minnesota, % John M. Sherman.

Two or three 50 to 100 w, fm transmitters for frequencies between 152.87 and 153.35 mcs. Station WPRA, Mayagues, P. R.

Television equipment, studio and vhf transmitter and antenna. Contact William E. Benns Jr., 3738 Kanawha Street N. W., Washington 15, D. C.

BTA-10F urgently need RCA 10 kilowatt am transmitter. Wire or telephone Geist-Creaser Assoc., Inc., Murray Hill 7-1550, 60 East 42nd Street, New York 17, N. Y.

Used recording equipment. Will offer highest trades on new equipment. Commercial Electronic Service, 2609 Olive Street, St. Louis 3, Mo.

Miscellaneous

A complete application for a television hearing in leathered bound volumes representing the latest and best thinking of the recognized top legal talent and consultants' work in the country. Thousands of dollars can be saved by utilizing this information if you are planning to file a tv application or may be involved in a tv hearing. Box 500C, B•T.

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Newest space-saving workbench, 48" x 24" x 33", completely equipped, shipped FOB knocked down, minutes assembled, only $9.95; Riolemtel, Palatka, Florida.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association.

Do not send tapes or discs.

Salesman

RIGHT HAND

Busy executive looking for aggressive salesman to actively assist in selling advertising services for established organization. Bright future for salesman or sales manager with local or national radio or TV sales experience. Unusual opportunity for right man to start modestly and show worth in growing organization. Located in New York.

Box 619C, B•T.

Television

Help Wanted

Production-Programming, Others

Production and sales personnel desired by flourishing, expanding VHF CBS affiliate. Versatility particularly desired. Applications sought from persons qualified for sales, copy announcing and production functions. Advancement possibilities. Ability to provide additional musical or artistic talents desirable. Write Walter M. Windsor, General Manager, KCMC-TV, Texarkana, Texas.

Situations Wanted

STAFF ANNOUNCER

At prestige 50kw to be affected by personnel cutback. Cutback by seniority. 10 year radio experience. Full news and programming background. Executive and administrative ability. Highest references. 30 years of age and SETTLED.

Box 590C, B•T.

HILLBILLY DJ

All night, or otherwise, 13 years radio, some tv. Country singer. Family man, sober, reliable. 6 years present job.

Box 605C, B•T.

Television

EXCLUSIVE FOR TV NEWS!

- Experienced authoritative newscaster available.
- Distinctive "Murrow manner."
- Impressive international assignments.
- Let's build prestige news program together!

Box 569C, B•T

For Sale

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

EQUIPMENT

Collins 21-A-5KW Transmitter
4 years old—A-1 condition
including set of spare tubes
$13,000 f.o.b.

For details write-wire-call
BOB DUMM, KXOA, SACRAMENTO
CALIFORNIA

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Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Miscellaneous

TV REMOTE UNIT

We need a TV Remote Unit. Is your remote unit earning for you? If not, get some of your investment back, lease it to a reliable TV station from April 1 through September 30.

Rush a note to
Box 624C, B•T.

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel. 4-2115, Gastonia N. C.

Sure Fire Profit Making

-RADIO-TV PROMOTION!-

Since 1928, Bombara Originals have been star promotion pieces of the nation's biggest credit furniture houses.

NOW — Bombara's sensational Duplex Plastic Upholstered GOSSIP BENCHES, CORNICES, etc., are selling DIRECT-TO-THE-PUBLIC. High margin for station at less-than-store prices, tie-ing in with major city full color campaign. Write for complete details today.

Write to: *"Since 1928"*

BOMBARA ORIGINALS
105-25 158th STREET,
JAMAICA, N. Y.

FOR THE RECORD

(Continued from page 96)

of the supplementary information filed on Feb. 11 by Columbia Amusement Co. which specified and made provision for a total operating staff of 60 persons." (Docket 10875-76), re ch. 6.

By Hearing Examiner Claire W. Hardy

WREC Bcstg. Service, WMPS Inc., Memphis, Tenn.—Granted petition of WMPS Inc., requesting that Harry B. Solmson, and Edward P. Russell, both of Memphis, be admitted to practice *Pro Hac Vice* and participate in hearing re ch. 3 (Docket 10761-10762).

BROADCAST ACTIONS
Renewal of License

The following stations were granted renewal of licenses for the regular period:

KJUN Redmond, Ore.; KCLX Colfax, Wash.; KTOE, Mankato, Minn.; WAAB Worcester, Mass.; WKXL Concord, N. H.; WMAS Springfield, Mass.; WMMW Meriden, Conn.; WPJB Providence, R. I.; WSAR Fall River, Mass.; WSYB Rutland, Vt.; WWSR St. Albans, Vt.; WABM Houlton, Me.; WATR Waterbury, Conn.; WAVZ New Haven, Conn.; WBEC-FM Pittsfield, Mass.; WBET-AM-FM Brockton, Mass.; WBRK Pittsfield, Mass.; WBTN Bennington, Vt.; WBZA Boston, Mass.; WCAP Lowell, Mass.; WCAX Burlington, Vt.;

WCCC Hartford, Conn.; WCOU-AM-FM Lewiston, Me.; WCRB Waltham, Mass.; WCSH Portland, Me.; WDEV Waterbury, Vt.; WDRC-AM-FM, Hartford, Conn.; WELI New Haven, Conn.; WFAU Augusta, Me.; WGAN Portland, Me.; WGAW Gardner, Mass.; WHAI-AM-FM Greenfield, Mass.; WHAY New Britain, Conn.; WHDH-AM-FM Boston, Mass.; WHMP Northampton, Mass.; WICC Nr. Bridgeport, Conn.; WICH Norwich, Conn.; WIDE Biddeford, Me.; WIKE Newport, Vt.; WJAR Providence, R. I.; WKNE Keene, N. H.; WLBZ Bangor, Me.; WLCR Torrington, Conn.; WLLH Lowell, Mass.; WNHC New Haven, Conn.; WPOR Portland, Me.; WCNX Middletown, Conn.

March 3 Applications

ACCEPTED FOR FILING

Renewal of License

WMMW-FM Meriden, Conn., The Silver City Crystal Co. (BRH-372); WCTC-FM New Brunswick, N. J., Chanticleer Bcstg. Co. (BRH-216); WHDL-FM Alleghany, N. Y., WHDL Inc. (BRH-343); WWHG-FM Hornell, N. Y., The W. H. Greenhow Co. (BRH-70); WLOE-FM Leaksville, N. C., WLOE Inc. (BRH-537).

WPCT Putnam, Conn., The Israel Putnam Bcstg. Co. (BR-2817); WTVL Waterville, Me., Kennebec Bcstg. Co. (BR-1259); KVOO Tulsa, Okla., Southwestern Sales Corp. (BR-462).

Modification of CP

KTLA (TV) Los Angeles, Calif., Paramount Television Productions Inc.—Mod. of CP (BPCT-1698) which authorized changes in facilities of existing tv station for extension of completion date to 7-1-54 (BMPCT-1904).

WHIO-TV Dayton, Ohio, Miami Valley Bcstg. Corp.—Mod. of CP (BPCT-890) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 7-11-54 (BMPCT-1900).

WJPB-TV Fairmont, W. Va., Fairmont Bcstg. Co.—Mod. of CP (BPCT-782) which authorized new tv station for extension of completion date to 3-31-54 (BMPCT-1902).

License for CP

WMAR-TV Baltimore, Md., The A. S. Abell Co.—License to cover CP (BPCT-866) as mod., which authorized changes in facilities of existing tv station (BLCT-183).

Application Returned

Harold C. Singleton tr/as Hillsboro Bcstrs., Hillsboro, Ore.—Construction permit for new standard broadcast station on 1360 kc power of 1 kw and daytime hours of operation (site not specified).

Renewal Application Returned

WCRI Scottsboro, Ala., Pat M. Courington (BR-2478).

March 2 Decisions

BROADCAST ACTIONS

Actions of February 26

Granted License

WCPO Cincinnati, Ohio, Scripps-Howard Radio Inc.—Granted license covering installation of new transmitter (BL-5217).

WFMJ Youngstown, Ohio, The WFMJ Bcstg. Co.—Granted license for aux. transmitter to be operated on 1390 kc 250 w. DA-N; engineering condition (BL-5208).

WDBF Delray Beach, Fla., Delray Bcstg. Corp.—Granted license for am station; 1420 kc, 500 w, D (BL-5211).

WETZ New Martinsville, W. Va., The Magnolia Bcstg. Co.—Granted license for am station; 1330 kc, 1 kw-D; engineering conditions (BL-5019).

WLMJ Jackson, Ohio, WLMJ Inc.—Granted license for am station; 1280 kc, 1 kw-D (BL-5201).

Granted CP

WKIC Hazard, Ky., BMG Bcstg. Corp.—Granted CP to replace expired CP (BP-8848) which authorized changes in antenna system (BP-9180).

Modification of CP

The following stations were granted extensions of completion dates as shown:

WPET Greensboro, N. C., to 5-3-54; KGMB-TV Honolulu, T. H., to 9-1-54; WKJF-TV Pittsburgh, Pa., to 9-1-54; WCIA Champaign, Ill., to 8-25-54; WHBF-TV Rock Island, Ill., to 9-2-54; WTVJ Miami, Fla., to 9-15-54.

Actions of February 25

Modification of CP

The following stations were granted extension of completion dates as shown:

WCOC-TV Meridian, Miss., to 8-12-54; WGN-TV Chicago, to 9-27-54; WWLP Agawam, Mass., to 9-1-54; KEYT Santa Barbara, Calif., to 9-27-54.

Actions of February 24

Granted License

WCLB Camilla, Ga., Capel Bcstg. Co.—Granted license for am station; 1540 kc, 250 w, D, and for change of studio location (BL-5215).

KNCK Concordia, Kan., General Bcstg. Co.—Granted license for am station; 1390 kc, 500 w, D (BL-5218).

WJAN Spartanburg, S. C., Spartanburg Bcstg. Co.—Granted license for am station; 1400 kc, 250 w, U (BL-5136).

Modification of CP

The following stations were granted extensions of completion dates as shown:

WCAR-FM Pontiac, Mich., to 8-11-54; WCAR Pontiac, Mich., to 8-11-54; KBMI Henderson, Nev., to 4-1-54; WNAM-TV Neenah, Wis., to 8-28-54; KTVQ Oklahoma City, Okla., to 8-11-54.

Actions of February 23

Remote Control

The following stations were granted authority to operate transmitters by remote control.

KCMC Texarkana, Tex.; WCMA from Ray Bldg., Corinth, Miss.; WMBH Joplin, Mo.; WSTP-FM Salisbury, N. C., and to change antenna marking specifications; WAIR-FM Winston-Salem, N. C.

Modification of CP

The following stations were granted extension of completion dates as shown:

WIRK-TV West Palm Beach, Fla., to 9-20-54; WJBK-TV main and aux., Detroit, to 9-2-54; WSLI-TV Jackson, Miss., to 9-22-54; KGTV Des Moines, Iowa, to 9-25-54; WKAB-TV Mobile, Ala., to 9-1-54; KZTV Reno, Nev., to 9-16-54; WMTW Poland, Me., to 9-8-54; WOCN Atlantic City, N. J., to 7-7-54; WMTV Madison, Wis., to 9-10-54; WFMY-TV Greensboro, N. C., to 9-22-54.

March 1 Decisions

ACTIONS ON MOTIONS

The Commission on February 26 granted request of Richard G. Evans and the American Civil Liberties Union for additional time to and including March 10, in which to file comments in re Docket 10832, in the matter of permitting fm broadcast stations to engage in specified non-broadcast activities on a simplex and/or multiplex basis; denied petitions of Field Enterprises Inc., Atlantic Bcstg. Co., and Radio Broadcasters Inc. for lengthy extensions; replies to comments may be filed on or before March 20, 1954.

March 1 Applications

ACCEPTED FOR FILING

Renewal of License

WRFS Alexander City, Ala., Piedmont Service Corp. (BR-1671); WCNU Crestview, Fla., D. Grady O'Neal and H. French Brown, d/b as Gulf Shores Bcstg. Co. (BR-2159); WIVY Jacksonville, Fla., Edward J. Oberle (BR-2110); WFCM Fitchburg, Mass., The Wachusett Bcstg. Corp. (BR-2456); KEVA Shamrock, Tex., Albert Cooper, James Daniel Abbott and Robert J. Beller d/b as Shamrock Texas Bcstg. Co. (BR-2298).

KNX Los Angeles, Calif., Columbia Bcstg. System Inc. (BR-20); KIBE Palo Alto, Calif., Sundial Bcstg. Corp. (BR-2344); KFBK Sacramento, Calif., McClatchy Bcstg. Co. (BR-38); KEAR San Mateo, Calif., Bay Radio Inc. (BR-1907); KGDM Stockton, Calif., E. F. Peffer (BR-51); WKXY Sarasota, Fla., Antonio G. Fernandez, Charles J. Fernandez and Gonzalo Fernandez d/b as Sarasota Bcstg. Co. (BR-2301); WCAZ Carthage, Ill., Superior Bcstg. Service Inc. (BR-540); WHOW Clinton, Ill., Cornbelt Bcstg. Co. (BR-1837); WLPO LaSalle, Ill., LaSalle County Bcstg. Corp. (BR-1790); WLBH Mattoon, Ill., Mattoon Bcstg. Co. (BR-1438); WPEO Peoria, Ill., WPEO Inc. (BR-1397); WKRS Waukegan, Ill., The News-Sun Bcstg. Co. (BR-2350); WCSI Columbus, Ind., Syndicate Theatres Inc. (BR-2550); WITZ Jasper, Ind., Jasper On The Air Inc. (BR-2070); KFBI Wichita, Kan., KFBI Inc. (BR-507); WKTM Mayfield, Ky., Mayfield Bcstg. Co. (BR-1300); WGAY Silver Spring, Md., Tri-Suburban Bcstg. Corp. (BR-1449); WEIM Fitchburg, Mass., WEIM Fitchburg Inc. (BR-1170); WKOX Framingham, Mass., WKOX Inc. (BR-1660); WKNX Saginaw, Mich., Lake Huron Bcstg. Corp. (BR-1594); KSTP St. Paul, Minn., KSTP Inc. (BR-723); KCHI Chillicothe, Mo., Cecil W. Roberts (BR-2434); KHMO Hannibal, Mo., James P. Bolling and Ada H. Bolling d/b as Bolling Bcstg. Co. (BR-1141); KMOX St. Louis, Mo., Columbia Bcstg. System Inc. (BR-633); WKBW Buffalo, N. Y., WKBW Inc. (BR-222); WLIB New York, N. Y., New Bcstg. Co. (BR-216); KTAT Frederick, Okla., J. D. Jones Jr., Ronald W. Wheeler Jr. and Winston A Jones, a partnership d/b as Frederick Bcstg. Co. (BR-2281); KGYN Guymond, Okla., The Plains Bcstg. Co. (BR-2210); KOMA Oklahoma City, Okla., KOMA Inc. (BR-469); WBUT Butler, Pa., J. Patrick Beacom (BR-2438); WJMJ Philadelphia, Pa., Patrick Joseph Stanton (BR-2275); WLYC Williamsport, Pa., Lycoming Bcstg. Co. (BR-2627); WENA Bayamon, P. R., Bayamon Bcstg. Corp. (BR-1878); KAMQ Amarillo, Tex., Top of Texas Bcstg. Co. (BR-1630); KIVY Crockett, Tex., James H. Gibbs tr/as The Pioneer Bcstg. Co. (BR-2409); WFAX Falls Church, Va., Lamar A. Newcomb (BR-2156); KGA Spokane, Wash., Bankers Life and Casualty Co. (BR-74).

Remote Control

KXLR North Little Rock, Ark., Arkansas Air-

Southwest
Fulltime
$85,000.00

Independent in single station market of 25,000 population. Constant earning record with valuable assets. Attractive financing.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

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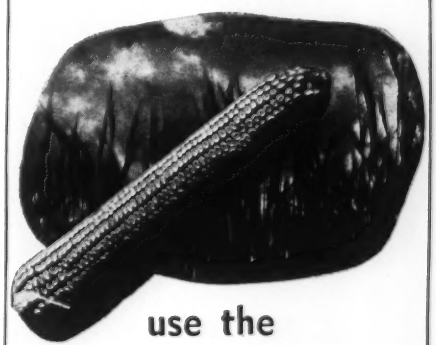
The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

"I got power"

But down in Northwest Alabama and Northeast Mississippi WERH dominates 14,695 square miles within its 0.1 MV/M contour.

Yes, speaking of power, WERH has the most powerful signal in these parts. Folks are eager listeners to its entertainment loaded programs. So you'll capture all of Northwest Alabama and Northeast Mississippi with the most powerful station, WERH.

WERH: putting out a signal that pulls in the sales.

WERH 5000 watts 970 KC

Regional representatives, Dora-Clayton Agency
Mortgage Guaranty Building, Atlanta, Georgia.

New York Representative: Robert S. Keller, Inc.

BMI "Pin Up" Hit

THERE'LL BE NO TEARDROPS TONIGHT

RECORDED BY

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waves Co. (BRC-321); KGST Fresno, Calif., Jeanne Bacher and Morris Mindel d/b as Delle Bcstg. Co. (BRC-323); KCAL Redlands, Calif., Southwest Bcstg. Co. (BRC-318); KDEC Decorah, Iowa, Scenic Bcstg. Co. (BRC-315); WDBF Delray Beach, Fla., Delray Bcstg. Corp. (BRC-316); KPRS Kansas City, Mo., Twin City Advertising Agency Inc. (BRC-319); WSTP Salisbury, N. C., Piedmont Bcstg. Corp., (BRC-317); WICK Scranton, Pa., Scranton Radio Corp. (BRC-320); WIVI St. Croix, Virgin Islands, Radio American West Indies Inc. (BRC-322).

Modification of CP

KDZA-TV Pueblo, Colo., Pueblo Radio Co.—Mod. of CP (BPCT-1172) as mod., which authorized new tv station for extension of completion date to 5-1-54 (BMPCT-1897).

WTVJ (TV) Miami, Fla., Southern Radio and Television Equipment Co.—Mod. of CP (BPCT-868) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 4-15-54 (BMPCT-1899).

WCIA (TV) Champaign, Ill., Midwest Television Inc.—Mod. of CP (BPCT-1125) as mod., which authorized new tv station to extend completion date from 2-25-54 (BMPCT-1894).

WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co.—Mod. of CP (BPCT-746) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 9-2-54 (BMPCT-1895).

KBES-TV E. of Gold Hill, Ore., Southern Oregon Bcstg. Co.—Mod. of CP (BPCT-1294) as mod., which authorized new tv station for extension of completion date to 7-31-54 (BMPCT-1898).

WKJF-TV Pittsburgh, Pa., Agnes J. Reeves Greer—Mod. of CP (BPCT-1384) as mod., which authorized new tv station for extension of completion date to Dec., 1954 (BMPCT-1896).

KCBH Beverley Hills, Calif., A. A. Crawford—Modification of construction permit (BPH-1841) as modified which authorized new fm station for extension of completion date (BMPH-4898).

Renewal of License

WXRC Amherst, N. Y., Edwin R. Saunders et al d/b as Western New York Bcstg. Co. — (BRH-583).

WBEN-FM Buffalo, N. Y., WBEN Inc. — (BRH-713).

WSYR-FM Syracuse, N. Y., Central New York Bcstg. Corp.—(BRH-75).

WIBX-FM Utica, N. Y., WIBX Inc.—(BRH-63).

KFCA Phoenix, Ariz., Phoenix College — (BRED-73).

WGBH Boston, Mass., WGBH Educational Foundation—(BRED-84).

APPLICATION RETURNED

Relinquishment of Control

WEGO Concord, N. C., Cabarras Bcstg. Co.—Voluntary relinquishment of control of licensee corporation by A. W. Huckle thru gift of 50 shares of stock to Elizabeth G. Huckle.

Renewal of Licenses

KTIM San Rafael, Calif., Marin Bcstg. Co. (BR-1538); WLBB Carrollton, Ga., Carroll Bcstg. Co. (BR-1431); WVSC Somerset, Pa., Theodore H. Oppegard and Carl R. Lee d/b as Somerset Bcstg. Co. (BR-2579); KSTA Coleman, Tex., Coleman County Bcstg. Co. (BR-1779).

WHOO Orlando, Fla., WHOO Inc. (BR-1899); KAYL Storm Lake, Iowa, The Cornbelt Bcstg. Co. (BR-2211); WKBS Oyster Bay, N. Y., Key Bcstg. System Inc. (BR-2336).

February 26 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

WERD Atlanta, Ga., Radio Atlanta Inc.—Granted petition insofar as it requests amendment of its application in order to submit new engineering study; referred to the full Commission that portion of petition which requests deletion of issue no. 6 from order of designation.

KBUD Athens, Tex., The Henderson County Bcstg. Co.—Granted petition to dismiss without prejudice its application for modification of license.

Palladium Pub. Co., Benton Harbor, Mich.—Dismissed as moot application to extend time to complete construction of tv station (ch. 42), because CP has been returned to Commission for cancellation.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc.; Stark Telecasting Corp.; Tri-Cities Telecasting Inc., Canton, Ohio—Granted joint petition for extension of time from Feb. 26 to and including March 5 in which all parties to this proceeding may file proposed findings (ch. 29). (Action of 2/24.)

The Travelers Bcstg. Service Corp.; Hartford Telecasting Co., Hartford, Conn.—By memorandum opinion and order granted motion of Travelers to quash the subpoena for the appearance of Carroll P. Osgood, secretary of Travelers, together with the minute books of that corporation from 1928 to date; set aside the subpoena and discharged Osgood from compliance with directions contained in said subpoena re ch. 3. (Action taken 2/23.)

By Hearing Examiner Harold L. Schilz

Radio Associates Inc.; WLOX Bcstg. Co., Biloxi, Miss.—Ordered continuation of consolidated hearing in re ch. 13 from Feb. 25 to March 5, 1954. (Action taken 2/23.)

By Hearing Examiner James D. Cunningham

Issued a preliminary order to govern course of hearing in re applications of Biscayne Tv Corp., East Coast Tv Corp., South Florida Tv Corp. and Sunbeam Tv Corp., for ch. 7 in Miami, Fla.

By Hearing Examiner H. Gifford Irion

KEYS-TV Inc.; K-Six Tv Inc.; Superior Tv Inc., Corpus Christi, Tex.—By memorandum opinion and order denied petition of KEYS-TV Inc., applicant for ch. 10, for reconsideration by the examiner of ruling which admitted certain evidence submitted by K-Six Television Inc.

By Commissioner E. M. Webster

Chief, Broadcast Bureau—Granted petition for an extension of time to and including Feb. 26 within which to file his comments in re a petition for clarification or enlargement of issues filed by WPTF Radio Co., for ch. 5 in Raleigh, N. C. (Docket 10861 et al).

By Hearing Examiner James D. Cunningham

Chief Broadcast Bureau—Granted petition for extension of time from Feb. 23 to March 9 within which all parties may file proposed findings and supporting briefs in re application of Jefferson Amusement Co. for ch. 4 in Port Arthur, Tex. (Docket 10779).

February 26 Applications

ACCEPTED FOR FILING

Modification of CP

KAFY Bakersfield, Calif., Bakersfield Bcstg. Co.—Modification of construction permit (BML-1490) which authorized change from DA-1 to DA-2 for extension of completion date (BMP-6445).

KGMC Englewood, Colo., Grady Maples and R. B. McAlister d/b as The McMa Agency — Modification of construction permit (BP-8778) which authorized change in frequency for extension of completion date (BMP-6446).

Remote Control

WKFN Franklin, Ky., Franklin Bcstg. Co. (BRC-314); WMBH Joplin, Mo., Joplin Bcstg. Co. (BRC-311); WAIR Winston-Salem, N. C., Radio Winston-Salem Inc. (BRC-313); WFAR Farrell, Pa., Sanford A. Schafitz (BRC-310); KTRE Lufkin, Tex., Forest Capital Bcstg. Co. (BRC-312).

Renewal of License

WAPI Birmingham, Ala., The Television Corp. (BR-419); KPMC Bakersfield, Calif., Pioneer Mercantile Co. (BR-1020); KOCS Ontario, Calif., The Daily Report (BR-1453); KSCO Santa Cruz, Calif., Radio Santa Cruz (BR-1643); KOWL Santa Monica, Calif., KOWL Bcstg. Co. (BR-1983); WCNT Centralia, Ill., Southern Ill. Bcstg. Corp. (BR-1305); WCFL Chicago, Ill., Chicago Federation of Labor (BR-549); WKAM Warsaw, Ind., Kosciusko Bcstg. Corp. (BR-2428); KSIB Creston, Iowa, Southwest Iowa Bcstg. Co. (BR-1357); KOFO Ottawa, Kan., Ottawa Bcstg. Co. (BR-2363); WSID Essex, Md., United Bcstg. Co. of Eastern Md. Inc. (BR-1838); WHFB Benton Harbor, Mich., Palladium Pub. Co. (BR-1635); WCAR Detroit, Mich., WCAR Inc. (BR-1040); KRMO Monett, Mo., Carthage Bcstg. Co. (BR-2511); KOB Albuquerque, N. M., Albuquerque Bcstg. Co. (BR-130); WCMW Canton, Ohio, Stark Bcstg. Corp. (BR-1283); KTOK Oklahoma City, Okla., KTOK Inc. (BR-466); KSTV Stevenville, Tex., Stevenville Bcstg. Co. (BR-1767); KSL Salt Lake City, Utah, Radio Service Corp. of Utah (BR-132).

Applications Returned

WEKY Richmond, Ky., Dages I. Boyle—Voluntary assignment of construction permit to WEKY Inc. (Filed on wrong form.)

WHXY Bogalusa, La., Charles W. Holt and Dave A. Matison Jr. d/b as Bogalusa Bcstg. Co.—Application for remote control operation. (Signed by general manager.)

Renewal of License

WGAU-FM Athens, Ga., J. K. Patrick et al d/b as J. K. Patrick & Co.—(BRH-339).

WHLI-FM Hempstead, N. Y., Fm Bcstg. Corp.—(BRH-111).

WJTN-FM Jamestown, N. Y., James Bcstg. Co.—(BRH-84).

WRHI-FM Rock Hill, S. C., James S. Beaty Jr., et al d/b as York County Bcstg. Co.—(BRH-346).

License for CP

KPFB Berkeley, Calif., Pacifica Foundation—License to cover construction permit (BPED-239) which authorized new noncommercial educational fm station (BLED-144).

WDFM State College, Pa., The Pennsylvania State U.—License to cover construction permit (BPED-228) as modified which authorized new noncommercial educational fm station (BLED-143).

Modification of CP

WAFB-TV Baton Rouge, La., Modern Bcstg. Co. of Baton Rouge Inc.—Mod. of CP (BPCT-1682) as mod., which authorized new tv station for extension of completion date to 9-29-54 (BMPCT-1885).

WWLP (TV) Agawam, Mass., Springfield Television Bcstg. Corp.—Mod. of CP (BPCT-955) as mod., which authorized new tv station for extension of completion date to 4-1-54 (BMPCT-1884).

WJBK-TV Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BPCT-662) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 9-2-54 (BMPCT-1878).

WCOC-TV Meridian, Miss., Mississippi Bcstg. Co.—Mod. of CP (BPCT-1181) as mod., which authorized new tv station for extension of completion date to 3-24-54 (BMPCT-1887).

KTVQ (TV) Oklahoma City, Okla., Republic Television and Radio Co.—Mod. of CP (BPCT-828) as mod., which authorized new tv station for extension of completion date to 5-1-54 (BMPCT-1883).

February 25 Decisions

BROADCAST ACTIONS

Renewal of Licenses

The following stations were granted renewal of licenses on a regular basis:

WOR-FM New York, N. Y.; KCMC-FM Texarkana, Tex.; KTIS-FM Minneapolis, Minn.; WBTM-FM Danville, Va.; WSPA-FM Spartanburg, S. C.; WTAD-FM Quincy, Ill.

Granted CP

WAEW-FM Crossville, Tenn., WAEW Inc.—Granted reinstatement of expired CP for fm station with expiration date of six months from date (BPH-1926).

The following stations were granted renewal of licenses for the regular period:

WGNC, Gastonia, N. C.; KAMD, Camden, Ark.; WRRL (formerly WFNF), Wethersfield, N. Y.; WWSC, Glen Falls, N. Y.; WTSA, Brattleboro, Vt.; WTOK, Meridian, Miss.; KIHR, Hood River, Oreg.; KVAS, Astoria, Oreg.

February 24 Applications

ACCEPTED FOR FILING

Modification of CP

KIEM-TV Eureka, Calif., Redwood Bcstg. Co.—Mod. of CP (BPCT-775) as mod., which authorized new tv station for extension of completion date to 7-31-54 (BMPCT-1874).

License for CP

WSJS-TV Winston-Salem, N. C., Triangle Bcstg. Corp.—Mod. of CP (BPCT-614) which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-1873).

WILS-TV Lansing, Mich., Lansing Bcstg. Co.—License to cover CP (BPCT-1415) as mod., which authorized new tv station (BLCT-182).

Modification of License

WKLV Blackstone, Va., Blackstone Bcstg. Corp.—Modification of license to change hours of operation from unlimited time to specified hours with regular sign-off time 7:15 p.m., EST. (BML-1578).

Modification of CP

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—Modification of construction permit (BP-8261) as modified, which authorized increase in power, change transmitter location, install directional antenna for daytime use and install new transmitter) for extension of completion date (BMP-6443).

Renewal of License

WNEB Worcester, Mass., New England Bcstg. Co. (BR-1317); WLNH Laconia, N. H., Northern Bcstg. Corp. (BR-831).

WFMR New Bedford, Mass., E. Anthony & Sons. Inc. (BRH-191).

Remote Control

WSTP-FM Salisbury, N. C., Piedmont Bcstg. Corp. (BRCH-74); WAIR-FM Winston-Salem, N. C., Radio Winston-Salem Inc. (BRCH-75).

Modification of CP

WKAB-TV Mobile, Ala., Pursley Bcstg. Service Inc.—Mod. of CP (BPCT-988) as mod., which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1880).

KABC-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-1424) as mod., which authorized changes in facilities of existing tv station for extension of completion date from 4-10-54 (BMPCT-1875).

WMTW (TV Poland, Me., Mt. Washington Tv Inc.—Mod. of CP (BPCT-1530) which authorized new tv station for extension of completion date to 9-8-54 (BMPCT-1876).

WPAG-TV Nr. Ann Arbor, Mich., Washtenaw Bcstg. Co.—Mod. of CP (BPCT-1119) as mod., which authorized new tv station for extension of completion date to 4-11-54 (BMPCT-1852).

WJBK-TV Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BPCT-1779) which authorized changes in facilities of existing tv station for extension of completion date to 9-2-54 (BMPCT-1879).

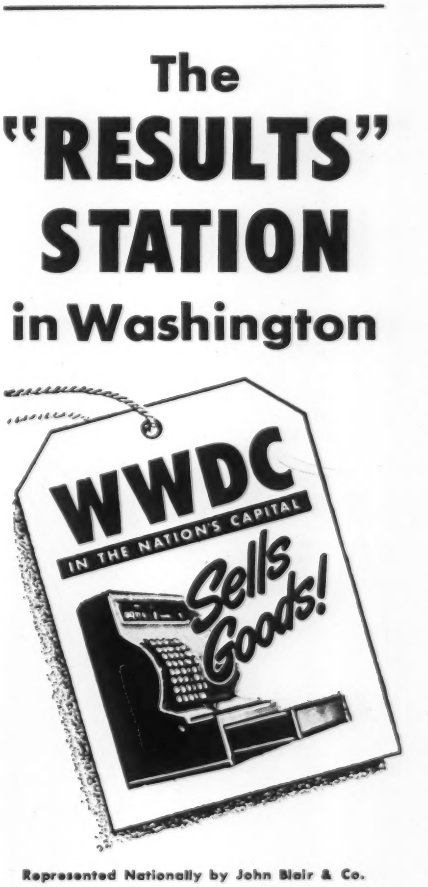
KZTV (TV) Reno, Nev., Nevada Radio-Tv Inc.—Mod. of CP (BPCT-1174) as mod., which authorized new tv station for extension of completion date to 5-16-54 (BMPCT-1877).

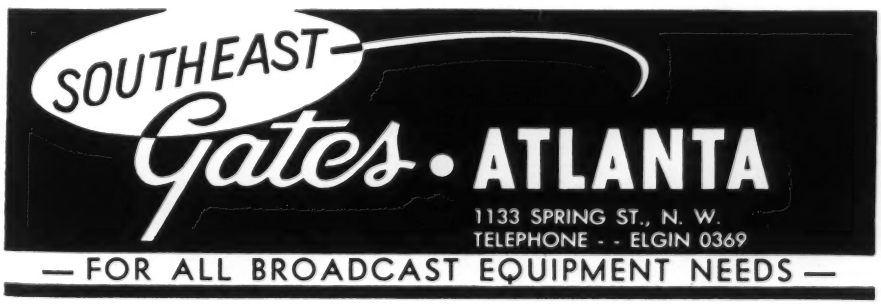
WMTV (TV) Nr. Madison, Wis., Bartell Tv Corp.—Mod. of CP (BPCT-1484) as mod., which authorized new tv station for extension of completion date to 9-10-54 (BMPCT-1881).

Renewal of License

KVLC Little Rock, Ark., Southwestern Bcstg. Co. (BR-1933); WBRY Waterbury, Conn., American-Republican Inc. (BR-1022).

DID YOU KNOW?
• *Wichita is now in the TOP 50 MARKETS!
• Wichita's Retail Sales have jumped 500% since 1939!
• Primary Wichita Trade Area Includes: 16 Kansas Counties! 4 Northern Oklahoma Counties!
• *Wichita is your PLUS Market with a Market quality index of 129!
Rep. by
George W. Clark, Inc.
*Sales Management
KWBB
"WICHITA'S RADIO ACTIVE STATION"
1410 KC • 1000 WATTS





SUPER SUPERMARKET!

The black circle shows you the market we *thought* we'd deliver you, when we were planning the world's tallest commercial TV tower (1104 ft.) with 316,000 watts of output. Planning rates, too! A service area of 406,326 TV receivers.

What a bargain *those* rates are! The irregular black line *outside* the circle shows the market we're delivering today—proved by an enthusiastic mail count. We get mail from regular listeners much further out, too. Lots of our new audience never had reception before—are listening for your pitch as eager as a bride. And is the set count zooming!

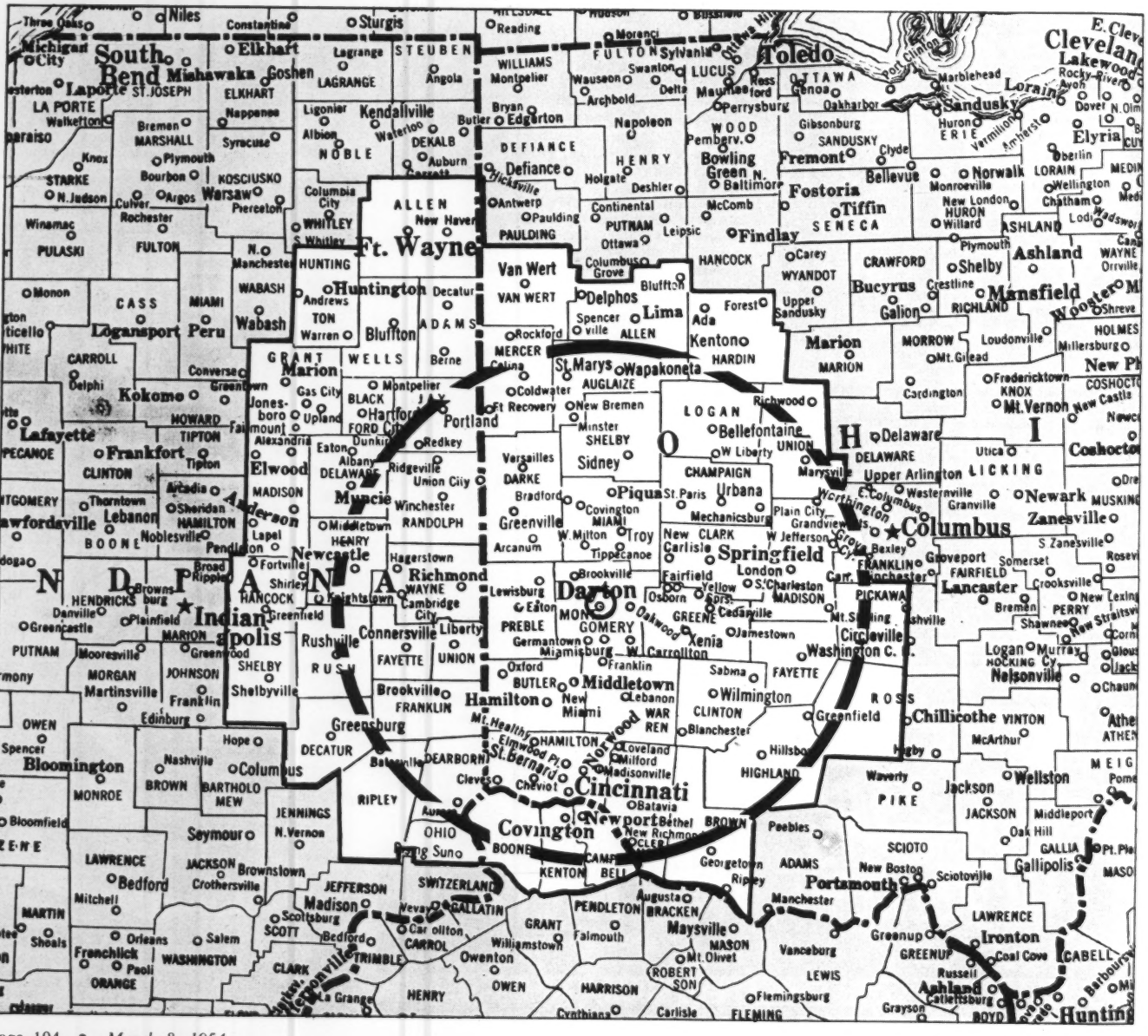
Step into the WHIO-TV super supermarket today for your greatest shopping bargain. Call George P. Hollingbery representatives for figures and information on this great AREA station.

whio-tv

CBS • ABC • DUMONT

Channel **7** DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS



TELESTATUS

March 8, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►**WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000**
►**WBRC-TV (6) NBC; Raymer; 184,300**
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown

Decatur†—
WMSL-TV (23) 12/26/52-5/1/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
►WKAB-TV (48) CBS, DuM; Forjoe; 41,600
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery†—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 23,100
Montgomery Bcstg. Co. (12) Headley-Reed; Initial Decision 10/7/53-9/15/54

Selma†—
Deep South Bcstg. Co. (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KTYL-TV (12) NBC, DuM; Avery-Knodel; 85,496

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 85,496
►KOY-TV (10) ABC; Blair; 85,496
►KPHO-TV (5) ABC, CBS, DuM; Katz; 85,496

Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 21,200
►KVOA-TV (4) NBC; Raymer; 21,200

Yuma†—
►KIVA (11) DuM; Forjoe; 17,467

ARKANSAS

El Dorado†—
South Arkansas Tv Co. (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500

Hot Springs†—
Southern Newspapers Inc. (9) 1/20/54—Unknown

Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/1/54 (granted STA Jan. 11)
KETV (23), 10/30/53-Unknown
►KRTV (17) CBS, DuM; 51,000

Pine Bluff†—
►KATV (7) ABC; Avery-Knodel; 58,772

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 49,600
►KERO-TV (10) CBS, NBC; Avery-Knodel; 109,692

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-Unknown*

Chico—
►KHSL-TV (12) CBS, NBC; Grant; 30,580

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
Valley Empire Telecasters (16) 2/10/54—Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair

Fresno—
►KBID-TV (53) Meeker
►KJEO-TV (47) ABC; Branham; 89,052
►KMJ-TV (24) CBS, NBC; Raymer; 85,841

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,776,018
►KCOP (13) Katz; 1,776,018
►KHJ-TV (9) H-R; 1,776,018
►KNBH (4) NBC; NBC Spot Sls.; 1,776,018
►KNXT (2) CBS; CBS Spot Sls.; 1,776,018
►KTLA (5) Raymer; 1,776,018
►KTTV (11) DuM; Blair; 1,776,018
►KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Modesto†—
KTRB Bcstg. Co. (14) 2/17/54-Unknown

Newest Starters:

Listed below are the newest stations that have started commercial operation:
WTRI (TV) Schenectady, N. Y. (ch. 35), Feb. 28.
WDSM-TV Superior, Wis. (ch. 6), March 1.

Monterey†—
►KMBY-TV (8) CBS; Hollingbery; 190,212

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
►KCCC-TV (40) 51,400
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
►KSBW-TV (8) CBS, NBC; Hollingbery; 380,990

San Bernardino†—
KITO-TV (18), 11/6/52-Unknown
Orange Belt Telecasters (30), Initial Decision 9/18/53

San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
►KFSD-TV (10) NBC; Katz; 206,382
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 829,400
►KPIX (5) CBS, DuM; Katz; 829,400
►KRON-TV (4) NBC; Free & Peters; 829,400
KSAN-TV (32) McGillvra; 4/29/53-4/6/54

San Jose†—
Standard Radio & Tv Co. (11), Initial Decision 11/18/53

San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 64,579

Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 413,827

Stockton†—
►KTVU (36) Hollingbery
Radio Diablo Inc. (13) 2/11/54-6/1/54

Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 123,000

Yuba City†—
KAGR-TV (52), 3/11/53-Unkonwn

COLORADO

Colorado Springs†—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 39,217
►KRDO-TV (13) NBC; McGillvra; 35,600

Denver—
►KBTV (9) ABC, CBS; Free & Peters; 197,516
►KFEL-TV (2) NBC; Blair; 197,516
►KLZ-TV (7) CBS; Katz; 197,516
►KOA-TV (4) NBC; Petry; 197,516
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54

Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 38,900
►KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 54,019
WSJL (49), 8/14/52-Unknown

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
►WKNB-TV (30) CBS, DuM; Bolling; 146,280

New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 659,040
WNLC-TV (26) 12/31/52-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area
NOW
322,500
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Norwich†—
*WCTN (*63), 1/29/53-Unknown*
Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 110,600

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 184,762
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls; 591,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
United Bcstg. Co. (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
Pioneer Gulf Tv Bcstrs. (32) 12/2/53-Unknown
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 86,000
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)
Fort Myers†—
WINK-TV (11) ABC; Weed; 3/11/53-3/15/54
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 32,000
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 222,400
WOBS-TV (30) Stars National; 8/12/53-5/1/54
Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-5/1/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 238,000
WMFL (33), 12/9/53-Unknown
Orlando†—
WDBO-TV (6) ABC, DuM; Blair; 10/14/53-4/25/54
Panama City†—
► WJDM (7) CBS; Hollingbery
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery

WHBF-TV
ROCK ISLAND, ILL.
CBS for the Quad-Cities

is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (250,000)

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS

► WPFA (15) CBS, DuM; Young
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000
Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54
West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-Unknown
► WIRK-TV (21) Weed; 22,100
WJNO-TV (5), 11/4/53-6/1/54

GEORGIA

Albany†—
WALB-TV (10) Burn-Smith; 1/13/54-5/1/54
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 71,000
► WRDW-TV (12) CBS; Headley-Reed
Columbus—
► WDAK-TV (28) ABC, NBC; Headley-Reed; 22,500
► WRBL-TV (4) CBS; Hollingbery; 58,192
Macon—
► WETV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) CBS, DuM; Katz; 60,000
Rome†—
► WROM-TV (9) Weed; 75,500
Savannah—
► WTOC-TV (11) ABC, CBS; Katz
Thomasville†—
WCTV (6), 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-4/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 24,900
► KIDO-TV (7) ABC, NBC, DuM; Blair; 24,800
KTVI (9) Hollingbery; 1/15/53-October '54
Idaho Falls—
► KID-TV (3) CBS, NBC; Gill-Perna; 13,500
KIFT (8) ABC; Hollingbery; 2/26/53-April '54
Nampa†—
KFXD-TV (6) Hollingbery; 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-March '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 202,000
Bloomington†—
► WBLN (15) McGillvra; 13,000
Champaign—
► WCIA (3) Hollingbery; 250,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,594,574
► WBKB (7) ABC; Blair; 1,594,574
► WGN-TV (9) DuM; Hollingbery; 1,594,574
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,594,574
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11), 11/5/53-Unknown*
Danville—
► WDAN-TV (24) Everett-McKinney; 25,000
Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500
Evanston†—
WTLE (32), 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22)
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 132,304
► WTVH-TV (19) ABC, DuM; Petry; 106,405
Quincy†—
► KHQA-TV (7) (See Hannibal Mo.)
► WGEM-TV (10) ABC, NBC; Walker; 96,600
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 173,002
► WTVO (39) CBS, NBC, DuM; Weed; 56,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 250,361
Springfield—
► WICS (20) ABC, CBS, NBC, DuM; Young; 61,169

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 510,422
Elkhart†—
WSJV (52) H-R; 6/3/53-3/15/54
Evansville†—
► WFIE (62) Venard; 41,750
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 63,931
Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 461,130
WJRE (26), 3/26/53-Unknown
WISH-TV (8) Bolling; 1/28/54-7/1/54
LaFayette†—
► WFAM-TV (59) Rambeau; 43,120
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 56,725
Princeton†—
► WRAY-TV (52) Walker; 32,500
South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 97,470
Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54
Waterloo†—
WINT (15) 4/6/53-Unknown

IOWA

Ames—
► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) H-R; 100,000
► WMT-TV (2) CBS; Katz; 194,376
Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 250,361
Des Moines—
► KGTV (17) Hollingbery; 46,713
WHO-TV (13) NBC; Free & Peters; 9/2/53-April '54
Fort Dodge†—
► KQTV (21) Pearson; 41,000
Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-Spring '54
Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) CBS, NBC, DuM; Katz; 87,716
KTIV (4) 1/21/54-Unknown
Waterloo†—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Great Bend†—
Central Kansas Tele. Co. (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 89,639
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000
Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) CBS; Capper Sls.; 46,953
Wichita—
KAKE Bcstg. Co. (10), Initial Decision 10/30/53
► KEDD (16) ABC, NBC; Petry; 61,545

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson†—
► WEHT (50) CBS; Meeker; 35,000
Lexington†—
WLAP-TV (27) CBS; Pearson; 12/3/53-4/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 337,744
► WHAS-TV (11) (b) CBS; Harrington, Righter & Parsons
► WKLO-TV (21) ABC, DuM; Venard; 55,483
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
WTLK (43), 9/16/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

LOUISIANA

Alexandria†—
KALB-TV (5), 12/30/53-Unknown
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 44,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10) 9/16/53-7/1/54
KLFY-TV (10) Rambeau; 9/16/53-7/1/54
Lake Charles†—
KPLC-TV (7) 11/12/53-Unknown
► KTAG (25) ABC, CBS, DuM; Young; 15,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 98,450
► KFAZ (43) Pearson; 16,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Spring '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 239,693
► WJMR-TV (61) DuM; Bolling; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 31,500

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 52,000
Lewiston—
► WLAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 16,000
Poland†—
WMTW (8) 7/8/53-7/1/54
Portland—
► WCSH-TV (6) NBC; Weed; 84,527
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54
► WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 31,000

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 535,180
► WBAL-TV (11) NBC; Petry; 535,180
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 535,180
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-4/15/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) Walker; 130,727
Boston—
WBOS-TV (50), 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,154,409
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44), 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,154,409
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; 104,285
Lawrence†—
WGIM (72), 6/10/53-Unknown
New Bedford†—
WTEV (28), Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64), 11/12/53-Unknown
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 118,000
► WWLP (61) ABC, NBC; Hollingbery; 118,000
Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-April '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 17,200
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
► WBKZ (64) ABC; Weed; 55,924
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,405,800
► WWJ-TV (4) NBC; Hollingbery; 1,144,890
► WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
► WKAR-TV (*60)
Flint—
WFDF-TV (12), Initial Decision 5/11/53
► WTAC-TV (16) ABC; Raymer; 44,850
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 366,747
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 367,839
Lansing—
► WILS-TV (54) DuM; Venard; 31,240
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 252,000
Muskegon†—
WTVM (35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 73,225
WSBM-TV (51), 10/29/53-Unknown
Traverse City†—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 78,925
Duluth†—
KDAL-TV (3) NBC; Avery-Knodel; 12/11/53-3/7/54 (granted STA Feb. 19)
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
North Star Tv Co. (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 425,700
► WTCN-TV (11) ABC; Blair; 413,400
Rochester—
► KROC-TV (10) ABC, NBC, DuM; Meeker; 55,000
St. Paul (Minneapolis)—
► KTSP-TV (5) NBC; Petry; 425,700
► WMIN-TV (11) ABC; Blair; 413,400

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85 KW

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1,000 FT.

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* Electric Assn. of Kansas City 1/1/54

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Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

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MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown

Jackson—
► WJTV (25) ABC, CBS, NBC, DuM; Katz; 31,996
► WLBT (3) NBC; Hollingbery; 31,996
WSLI-TV (12) ABC; Weed; 7/22/53-3/27/54

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 36,200

MISSOURI

Cape Girardeau†—
KFVS-TV (12) Pearson; 10/14/53-April '54
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343

Festus†—
► KACY (14) Raymer; 201,200

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 96,606

Joplin†—
KSWM-TV (12) CBS; Rambeau; 12/23/53-Fall '54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 373,426
► KCTY (25) ABC, CBS, DuM; Avery-Knodel; 65,934
► KMBC-TV (9) CBS; Free & Peters; 373,426
► WDAF-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 373,426
► WHB-TV (9) CBS; Blair; 373,426

Kirksville†—
KTVO (3) 12/16/53-6/15/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 92,205

St. Louis—
► KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 555,914
► KSTM-TV (36) ABC; H-R; 205,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-4/15/54

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; 7,500

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,000

Great Falls†—
KFBB-TV (5) CBS; Headley-Reed 1/15/53-3/15/54

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13), CBS, DuM; Meeker; 17,811

Lincoln—
► KFOR-TV (10) ABC; Raymer; 89,122
► KOLN-TV (12) DuM; Avery-Knodel; 80,243

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 227,689
► WOW-TV (6) DuM, NBC; Blair; 227,689

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 12,740

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
WMUR-TV (9) ABC; Weed; 8/26/53-3/28/54

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
► WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 16,135
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*

Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown.

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 40,000
► KOAT-TV (7) ABC; Hollingbery; 36,000
► KOB-TV (4) ABC, CBS, NBC, DuM; Branham; 43,770

Clovis†—
KNEH (12), 3/4/53-Unknown

Roswell†—
► KSWS-TV (8) ABC, DuM; Meeker; 17,743

NEW YORK

Albany (Schenectady, Troy)—
WPTR (23), 6/10/53-Unknown
► WROW-TV (41) ABC; Bolling; 67,346
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 269,880
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
Great Northern Tv Inc. (5), 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 381,245(a)
► WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000
*WTVF (*23) 7/24/52-Unknown*
Niagara Frontier Amusement Corp. (2) Initial Decision 2/17/54

Carthage†—
The Brockway Co. (7) 3/3/54-Unknown

Elmira—
► WECT (18) NBC; Everett-McKinney; 26,516
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 27,485

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66) CBS, NBC, DuM; Meeker; 1/23/53-4/1/54

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Poughkeepsie†—
WEOK-TV (21) 11/26/52-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 205,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 205,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 205,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 351,500
► WTRI (35) CBS; Headley-Reed

Syracuse—
► WHEN (8) ABC, CBS, DuM; Katz; 299,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 296,962

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 134,000

Watertown†—
WWNY-TV (43) Weed; 12/23/52-Unknown

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,100
WLOS-TV (13), 12/9/53—Unknown

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC; Bolling; 35,000
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 381,145

Durham†—
WCIG-TV (46) NBC, DuM; H-R; 2/26/53-Unknown
WTIK-TV (11) 1/21/54-Unknown

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 214,158

Greenville—
WNCT (9) CBS, DuM; Pearson

Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 48,820

Wilmington†—
WMFD-TV (6), NBC; Weed; 7/30/53-Unknown
Wilmington Tv Corp. (3) 2/17/54-5/15/54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 173,340
► WTOB-TV (26) ABC, DuM; H-R; 45,600

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 31,000

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 17,000

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431

Ashtabula†—
► WICA-TV (15) Gill-Perna

Cincinnati—
*WCET (*48), 12/2/53-Unknown*
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 834,286
► WNBK (4) NBC; NBC Spot Sls.; 823,629
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 336,737

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 540,470
► WIFE (22) Headley-Reed; 41,907
► WLWD (2) NBC; WLW Sls.; 300,000

Elyria†—
Elyria-Lorain Bcstg. Co. (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) CBS, NBC, DuM; H-R; 49,079

Massillon†—
WMAC-TV (23) Petry; 9/4/52-4/15/54

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,000

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 279,029

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 114,699
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 25,108

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54

Enid†
KGEO-TV (5), 12/16/53-Unknown

Lawton†—
► KSWO-TV (7) Everett-McKinney; 35,707

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
Tulsa Bcstg. Co. (8) Initial Decision 3/3/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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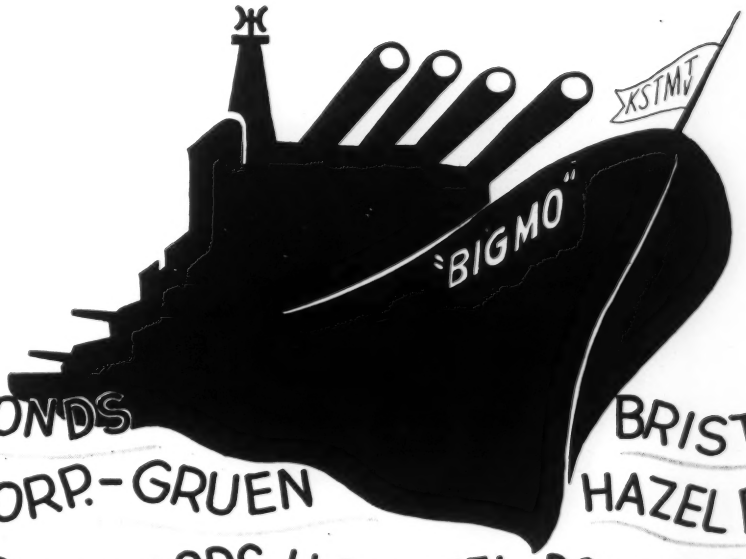

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KSTM TV

CHANNEL 36 **SAINT LOUIS**

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, DuM; H-R; 100,082
► KWTV (9) CBS; Avery-Knodel; 251,742
► WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 251,742
*KOED (*13), 12/2/53-Unknown*
Tulsa—
KCEB (23) Bolling; 2/26/53-3/13/54 (granted STA Jan. 18)
► KOTV (6) ABC, CBS, NBC; Petry; 200,000
Arthur R. Olson (17) 2/4/54-Unknown

OREGON

Eugene†—
KVAL-TV (13) NBC; Hollingbery; 5/14/53-4/1/54
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair
Portland—
► KOIN-TV (6); CBS; Avery-Knodel; 138,876
► KPTV (27) NBC; NBC Spot Sls.; 149,156
Oregon Tv Inc. (12), Initial Decision 11/10/53
Salem†—
KPIC (24) 12/9/53-Unknown (granted STA Aug. 4)
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39), 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 64,427
Chambersburg†—
► WCHA-TV (46) Forjoe; 13,500
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 65,098
Erie—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500
WSEE (35) CBS; Avery-Knodel; 10/14/53-4/25/54
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-5/1/54
► WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 741,267
Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 289,960
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Pearson; 138,300
Lewiston†—
WMRF-TV (38) Burn-Smith; 4/2/53-Summer '54
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 85,802
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000
► WFIL-TV (6) ABC, DuM; Katz; 1,766,641
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,724,329
Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 808,780
► WENS (16) ABC, CBS; Petry; 174,742
► WKJF-TV (53) Weed; 188,469
*WQED (*13) 5/14/53-March '54 (granted STA Oct. 14)*
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973
► WHUM-TV (61) CBS; H-R; 127,350
Scranton—
► WARM-TV (16) ABC; Hollingbery; 135,000
► WGBI-TV (22) CBS; Blair; 145,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
Leonard J. Shafitz (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 130,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 152,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54
York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,098,189
WNET (16) ABC, DuM; Raymer; 4/8/53-3/15/54 (granted STA Feb. 3)
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54), 10/21/53-Unknown
Anderson†—
► WAIM-TV (40) CBS; Burn-Smith; 43,000
Camden†—
WACA-TV (15) 6/3/53—Unknown
Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 55,103
Southern Bcstg. Co. (2) NBC; Initial Decision 2/23/54-September '54
Columbia—
► WCOS-TV (25) ABC, NBC, DuM; Headley-Reed; 36,982
► WIS-TV (10) NBC; Free & Peters; 68,074
► WNOK-TV (67) CBS, DuM; Raymer; 35,000
Florence†—
WPDV (8), CBS; 11/25/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, NBC, DuM; H-R; 40,863
Greenwood†—
WCRS-TV (21), 4/8/53-Unknown
Spartanburg†—
WORD-TV (7) CBS; 11/25/53-Unknown
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Rapid City†—
The Hills Bcstg. Co. (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC; Raymer; 52,122

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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Columbia, South Carolina's 14-County trading area

WNOK-TV

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.

COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

Network Affiliation: WNOK-TV Channel 67
CBS-TV—Du Mont
WNOK 1230 kc.
MUTUAL

Represented By Paul H. Raymer Co.

PALMETTO RADIO CORPORATION

Studios: 1811 Main Street • COLUMBIA S.C.

Early 18th Century Blunderbuss

"RESULTS! BEST EVER!"

IN FOUR-TV STATION UHF-VHF OKLAHOMA CITY

CHANNEL 25

KTVQ

SELLS . . . SELLS . . . SELLS

Read:

MID-CONTINENT PETROLEUM CORPORATION: (R. J. Potts, Calkins & Holden) The District Office of DX states as follows: "We want you to know that the Abbott and Costello Show on KTVQ has done everything you told us you thought it would do. We consider it the most productive advertising campaign ever placed by DX in the Oklahoma City market. It is the only advertising we have ever purchased to receive the unanimous approval of our dealers. It is especially gratifying since it bucks Godfrey."

DX purchased the Abbott and Costello Show on KTVQ (Mondays 7:30 to 8:00 p.m.) on a thirteen week test basis. They have just renewed for 13 additional weeks.

JOHN ESAU
PRESIDENT

Represented Nationally by H-R TELEVISION

Lookin' for a lone prairie?

There aren't any here, pardner, not by a long shot. Of the nation's 165 METROPOLITAN areas, LUBBOCK, TEXAS ranked 3rd in population increase (68.7%) from 1940 to 1950. Lubbock is now Texas' 5th biggest TV market and KDUB-TV offers more viewers per dollar than ANY OTHER TEXAS TV!

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

KDUB-TV

CBS TELEVISION & DUMONT

PRESIDENT & GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

FOR THE RECORD

TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown
WTVT (43), 8/21/52-Unknown
WDEF-TV (12) Branham; 1/28/54-6/15/54

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Summer '54

Johnson City†—
► WJHL-TV (11) Pearson; 47,527

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 59,154
► WTSK (26) CBS, DuM; Pearson; 42,380

Memphis—
► WHBQ-TV (13) CBS; Blair; 257,000
► WMCT (5) ABC, NBC, DuM; Branham; 257,000

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 133,869
► WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 143,591

Old Hickory (Nashville)—
WLAC-TV (5), Katz; 8/5/53-March '54

TEXAS

Abilene†—
► KRBC-TV (9) Pearson; 20,502

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 45,265
► KGNC-TV (4) NBC, DuM; Katz; 45,265
KLYN-TV (7), 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 56,840

Beaumont†—
KBMT (31), 12/4/52-Unknown
KTRM-TV (6), Initial Decision 7/22/53

Corpus Christi†—
KVDO (22) 1/6/53-6/15/54
KTLG (43) 12/9/53-Unknown

Dallas—
KDTX (23), 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 322,500
► WFAA-TV (8) ABC, NBC, DuM; Petry; 322,500

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 38,879
► KTSM-TV (9) NBC; Hollingbery; 34,380

Ft. Worth—
KTCO (20), 3/11/53-Unknown
► WBAP-TV (5) ABC, NBC; Free & Peters; 306,323

Galveston—
► KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sls.; 276,000

Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 31,300

Houston—
► KNUZ-TV (39) DuM; Forjoe; 59,666
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500
KTVP (23), 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29), 6/18/53-Unknown
Houston Tv Co. (13), 2/23/54 Unknown

Longview†—
► KTVE (32) Forjoe; 16,100

Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 42,561
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 42,561
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54

Marshall†—
KMSL (16), 6/25/53-Unknown

Midland—
► KMID-TV (2) NBC; Venard; 26,000

San Angelo—
► KTXL-TV (8) CBS; Venard; 21,115

San Antonio—
KALA (35), 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 181,870
► WOAI-TV (4) NBC; Petry; 181,870

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 65,543

Texarkana—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 65,107

Tyler†—
► KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 18,232
KGKB-TV (7) 1/27/54-Unknown

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC; Pearson; 28,000

Weslaco†—
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-3/7/54 (granted STA Jan. 18)

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 44,000
► KWFT-TV (6) CBS, DuM; Blair; 44,000

UTAH

Provo†—
KOVO-TV (11), 12/2/53-Unknown

Salt Lake City—
► KDYL-TV (4) NBC; Blair; 153,100
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 153,100
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3), Initial Decision 10/2/53

VIRGINIA

Danville†—
► WBTM-TV (24) Hollingbery

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 76,250

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

telecasting on **channel 8**

to

Middle Tennessee,
Southern Kentucky
and portions of
North Alabama . . .

POWER: 90,000 video (CP for 316,000 watts).

ANTENNA: 1370 feet above sea level. (New antenna will be 1749 feet above sea level.)

TV HOMES: More than 140,000 in Nashville area as of January, 1954. (50-mile radius only.)

See your Hollingbery man or contact the station for availabilities . . . as well as for local participating features.

wsix-tv
channel 8
NASHVILLE 3, TENNESSEE

CBS BASIC AFFILIATE
SUPPLEMENTARY AFFILIATE
ABC and DuMont

Harrisonburg†—
► WSVA-TV (3) NBC; Devney; 68,798
Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery 102,281
Newport News—
► WACH (33) Avery-Knodel
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; 209,676
► WTOV-TV (27) ABC, DuM; Forjoe; 86,100
► WVEC-TV (15) See Hampton
Richmond—
WOTV (29), 12/2/53-Unknown
► WTVR (6) ABC, CBS, NBC, DuM; Blair; 435,949
Roanoke—
► WSLS-TV (10) NBC; Avery-Knodel; 233,374

WASHINGTON

Bellingham†—
► KVOS-TV (12) Forjoe; 46,097
Seattle—
► KING-TV (5) ABC; Blair; 332,400
► KOMO-TV (4) NBC; Hollingbery; 332,400
*KUOW-TV (*9), 12/23/53-September '54*
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 52,796
► KXLY-TV (4) CBS, DuM; Walker; 65,269
Tacoma—
► KMO-TV (13) Branham; 332,400
► KTNT-TV (11) CBS, DuM; Weed; 332,400
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) CBS; Weed; 16,250

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
► WKNA-TV (49) ABC, DuM; Weed 30,000
The Tierney Co. (8) Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
WJPB-TV (35) ABC, DuM; Gill-Perna; 7/1/53-3/15/54
Huntington—
► WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 275,000
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 20,000
Wheeling—
WLTV (51), 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 54,230
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
La Crosse†—
WKBT (8) CBS, NBC; Raymer; 10/28/53-7/1/54
La Crosse Tv Corp. (38), 12/16/53-Unknown
Madison—
*WHA-TV (*21), 10/7/53-Unknown*
► WKOW-TV (27) CBS; Headley-Reed; 38,000
► WMTV (33) ABC, DuM; Meeker; 36,500
Marinette†—
WMGB-TV (11), 11/18/53-Unknown
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 261,250
► WOKY-TV (19) ABC, DuM; H-R; 236,640
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 654,658
Neenah†—
► WNAM-TV (42) George Clark
Oshkosh—
► WOSH-TV (48) Headley-Reed; 17,668
Superior†—
► WDSM-TV (6) CBS; Free & Peters
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54

WYOMING

Casper†—
KSPR-TV (2), 5/14/53-Unknown
Cheyenne†—
KFBC-TV (5) CBS; Hollingbery; 1/23/53-3/15/54

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed
► KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
► KGMB-TV (9) ABC, CBS; Free & Peters; 44,944
► KONA (11) NBC, DuM; NBC Spot Sls.; 44,000
KULA-TV (4) ABC; Headley-Reed; 5/14/53-4/9/54 (granted STA Feb. 1)

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

PUERTO RICO

San Juan†—
WAPA-TV (4) NBC, DuM; Carribean Networks; 8/12/53-3/15/54
WKAQ-TV (2) Inter-American; 7/24/52-3/15/54 (granted STA Feb. 12)

CANADA

London†—
► CFPL-TV (10) 35,000
Montreal—
► CBFT (2) 143,005
► CBMT (6) 143,005
Ottawa—
► CBOT (4) 10,100
Sudbury†—
► CKSO-TV (5) 4,938
Toronto—
► CBLT (9) 222,500
Vancouver—
► CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
► XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuana† (San Diego)—
► XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 368; total cities with stations on air: 243 Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating Total sets in use 28,361,933

*** Indicates educational stations**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 266,526 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

UPCOMING

MARCH

March 11: Hearing on SJ Res. 133 to bring under anti-trust laws any professional baseball club owned by a beer or liquor company, Senate Anti-Trust & Monopoly Subcommittee. Senate Office Bldg., Room 424, 9:30 a.m. Open.

March 15 (week of): International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE), general executive board, Roosevelt Hotel, New Orleans.

March 16: Hearing on Johnson bill (S 2926) on license fees, Senate Interstate & Foreign Commerce communication subcommittee. U. S. Capitol, Room G-16, 10 a.m., Open.

March 17-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 18 (tentative): Composers Guild of America, simultaneous general meeting in New York and Hollywood to ratify constitution and by-laws.

March 19-20: Vitapix Corp., board of directors and executive committee, Washington, D. C.

March 21: Third rally of RETMA firms making military equipment, Roosevelt Hotel, New York.

March 22: Tennessee Assn. of Broadcasters, Nashville.

March 22-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.

March 22-25: Institute of Radio Engineers, Waldorf-Astoria, New York.

March 23: Kentucky Broadcasters Assn., spring meeting, Hotel Seelbach, Louisville.

March 26: 1953 duPont Radio & Television Awards dinner, Mayflower Hotel, Washington, D. C.

March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.

March 28-30: Arkansas Broadcasters Assn., Albert Pike Hotel, Little Rock.

March 31: Testimonial dinner for Judge Justin Miller, retiring NARTB board chairman, Mayflower Hotel, Washington, D. C.

SPECIAL LISTING

BMI Program Clinics

March 8: Albuquerque, N. M.; Austin, Tex.
March 9: Phoenix, Ariz.
March 10: Los Angeles; New Orleans
March 12: San Francisco; Jackson, Miss.
March 15: Vancouver, B. C.; Columbia, S. C.
March 17: Seattle; Winston-Salem, N. C.

use all the IMPACT of
WVEC-TV
CHANNEL 15
in the Great Norfolk Area!
NORFOLK
HAMPTON
PORTSMOUTH
NEWPORT NEWS
VIRGINIA BEACH
WARWICK
WILLIAMSBURG
SMITHFIELD

Here's selling power PLUS in the great Norfolk Metropolitan Area where only WVEC-TV is NBC . . . beaming your sales message right to the core of this dynamic multi-city market.

WVEC-TV
is a basic
NBC
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WILLIAM G. RAMBEAU
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Monopoly Mirage

"MONOPOLY," when used as a political catch-word, usually is good for a headline. It erupts in a new and virulent form on the broadcasting front after months of quiescence.

Sen. Kilgore of West Virginia, who customarily romps with the liberal Democrats, and who seldom if ever before has manifested any significant interest in broadcasting, questions the propriety, if not the legality, of joint radio-tv station ownership. He wants Congress to investigate what he discerns as a trend toward "snowballing concentration."

This is a projection of the shop-worn newspaper divorcement issue, first espoused by President Roosevelt, nurtured by the liberal lawyer, Morris Ernst, and carried to futile hearing by former FCC Chairman James Lawrence Fly. It was then concluded that government couldn't make second class citizens of newspaper publishers, and besides, there was no undue concentration anyway.

Indeed, Sen. Kilgore alludes to the kind of concentration that would be implicit in identical ownership of newspaper, radio and television in the same market. Presumably he wants no radio station identified with tv ownership, so that all television broadcasters would be newcomers. He would go FDR one better and make all radio broadcasters "second class" citizens, depriving them of engaging in the visual counterpart of their own broadcasting art.

To question the right of a senator to view with alarm is to tilt with windmills. But there must be a motivating force. In the case of Mr. Kilgore he must look with disfavor upon the granting of television facilities in his state to a newspaper group which politically does not see eye-to-eye with him. Specifically, the Ogden newspapers appear to be the cause of his sudden concern over diversification of ownership. Or so we are told by West Virginians who should know. The Ogden newspapers—all 11 of them—are rock-ribbed Republican.

We don't know how far Sen. Kilgore will get in a Republican-controlled Congress. But it's incredible to think that any Congress—Democratic or Republican—would go for the class discrimination he espouses. Moreover, when there are more than twice as many radio stations as there are daily newspapers, and when there is competition in the offing in television practically everywhere, the concentration thesis seems to fall flat on its face.

And the Sets Were Silent

THE ARCHBISHOP of Philadelphia has recommended to the more than one million Catholics in Southeastern Pennsylvania that they abstain from radio and television during the Lenten season, which began last Wednesday.

"Disconnect your television or radio for a week and then make an honest appraisal," the Most Rev. John F. O'Hara admonished. "Have you missed anything worthwhile? What have you gained?"

We should like to pose the question another way. "What have you lost?" We shall allude only to a typical week of no radio or tv in the distinguished clergyman's archdiocese.

At an inconvenient hour for newspaper deadlines, the Pope, whose condition has been a matter of extreme anxiety, improves or, as no one hopes, worsens. Relays of reports from the Vatican radio are unheard by the Catholics of Southeastern Pennsylvania.

Farmers in the rich valleys of the archdiocese must depend upon outdated weather reports in newspapers reaching them by mail, some at only weekly intervals. They must market their produce by hunches, as they have no means of keeping up to the minute on market conditions and prices.

A snow storm strikes Philadelphia during the night. Will there be school today? Which roads are open; which are closed? Are the busses running?

There's an urgent appeal for a rare type of blood needed in an hour at the emergency hospital. The radio broadcast fortunately produces a non-Catholic volunteer.

The television fight pits McGillicuddy of Boston against Fiorello of the East Side.

Gonzaga High School is playing for a basketball championship. The game will be broadcast.

On his weekly *Life Is Worth Living,* the Most Rev. Fulton J. Sheen has a special message for Lent.

And the sets were silent.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I think we can do something for your fringe area, Mr. Foslip!"

No Slur Intended

SEVERAL broadcasters have taken exception to an editorial in our Feb. 15 issue commenting upon the speech made by George C. Biggers, president of the American Newspaper Publishers Assn. and president of Atlanta Newspapers Inc., publisher of the *Atlanta Journal* and *Constitution* and owner of WSB-AM-FM-TV.

Readers may recall that Mr. Biggers advocated closer cooperation between newspapers and radio and television stations in the matter of publicizing program logs. His main thesis, we felt then and feel now, was not only enlightened but also one which deserved circulation among less progressive publishers.

Unfortunately, however, buried in the depths of his speech was a reference to "little radio stations that play records all day long." Some broadcasters have taken this as an unpardonable slur against all independent stations. If Mr. Biggers intended it as such, we would be surprised. In fact in response to our inquiry he said smaller stations are just as essential in our economy as are the smaller newspapers. But he added that no station has a "God-given right" to have its logs published.

Quite aside from his intentions or expression as regards that minor passage, the general theme of Mr. Biggers' speech was an eloquent argument against the recent decisions of some newspapers to make radio and television pay for log space. To that extent we said then and are pleased to reiterate that we regard it as worthy of wide distribution.

If, as has been charged, Mr. Biggers' newspapers are refusing to run logs of some deserving stations in the Atlanta area, we would say that perhaps his program of enlightenment should begin at home. That does not alter the essential fact that, in the main, his remarks constituted a powerful endorsement of the position of all radio and television in today's world of communications.

Strike It Out

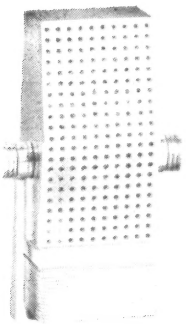
THE New York state legislative committee investigating charity rackets reached the only possible conclusion in absolving *Strike It Rich* of suspicion of misusing donations. It is unthinkable that national networks would be parties to racketeering.

There are, however, unappetizing facts that are undisturbed by the committee's announcement. While *Strike It Rich* cannot by any measurement be considered illegal, it is in deplorable taste.

Taste in radio and television programming cannot and should not be regulated by any government agency. It is something which broadcasters and telecasters must attend to themselves.

The New York city welfare commission had no business to try to license the show, as it did, and the state legislative committee had equally little cause to take the program under scrutiny.

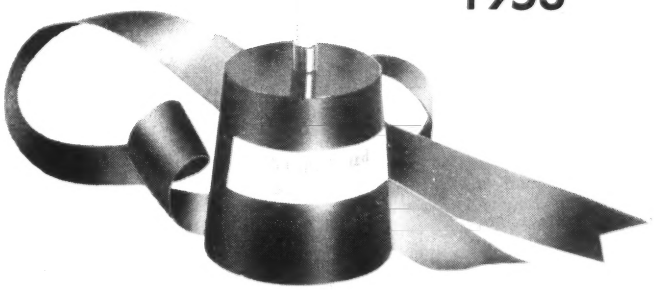
The basic situation remains unchanged from its status at the time the city welfare agency got into the act. It is one which calls for the networks to resist an incursion of government meddling but, at the same time, to take steps to raise the show above its present execrable standards.



Bea Johnson

"ACCOMPLISHED MIRACLES"

to win the coveted 1953



McCall Golden Mike Award!

Bea Johnson, Women's Director, KMBC-KFRM and KMBC·TV, "accomplished miracles" to win the 1953 McCall Magazine Golden Mike Award for service to her community. Bea's campaign in the interest of home and traffic safety has brought another great honor to the Heart of America and to Arthur B. Church's radio and television operation. Thanks to McCall's and congratulations to Bea Johnson!

The awards committee, in making the Golden Mike citation for Bea's outstanding crusade, aptly put into quotes, "accomplished miracles," which is the very essence of the outstanding performance that has kept KMBC the top station in the Kansas City primary trade area for almost 33 years. The same performance has put KFRM in its enviable position and now is rapidly elevating KMBC·TV to the top spot.

The McCall Golden Mike Award is probably the greatest recognition a woman in broadcasting can achieve. Midland Broadcasting Company is mighty proud of Bea Johnson, and proud to add this honor to a host of others—all concrete evidence of the ability of KMBC-KFRM and KMBC·TV literally to "accomplish miracles" in the public interest and for its advertisers.

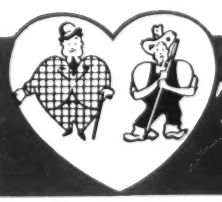
Write, wire or phone KMBC-KFRM or KMBC·TV, Kansas City (or your nearest Free & Peters colonel) if your heart is set on selling the whole Heart of America.

KMBC·TV

BASIC AFFILIATE CBS TELEVISION NETWORK . . . SHARING TIME WITH WHB-TV

KANSAS CITY, MO.

CBS channel



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA